Outline for Outsource Drive:

Outline:

A logo with people in the center

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**Project Overview**

The Outsource Drive webpage is a subscription-based platform designed to connect professionals with customers seeking specific services. The platform enables seamless lead creation, professional bidding, and customer selection without requiring customers to create accounts. It ensures a frictionless customer experience while providing a competitive environment for professionals to acquire leads.

**1. Subscription-Based Access for Professionals:**

Monthly Subscription: Professionals still pay a monthly subscription fee to access leads and be able to place bids.

Bid on Leads: The subscription gives them the ability to view and bid on the leads created on the platform.

**2. Customer Lead Creation Process:**

Customer Input: Customers initially provide basic details like:

Contact Information (name, email, phone number)

Service Category (type of service they are looking for, e.g., plumbing, electrical work, etc.)

Follow-Up: Your team will then contact the customer via email or phone to gather further details needed to create a proper lead (e.g., project scope, location, budget).

Lead Creation: After gathering the required details, you will create the lead on the platform and categorize it accordingly (based on service type and location).

**3. Lead Posting and Bidding Process:**

Once the lead is created and categorized, professionals who provide services in that category will be able to see the lead and start bidding.

Bidding: Professionals place bids within a 2-hour window, offering to pay your platform a set amount for access to the lead. The amount they bid is what they pay you to be eligible to contact the customer.

**4. Selection of Top 3 Bidders:**

At the end of the 2-hour bidding window, you will review the bids.

Top 3 Bidders: You select the 3 highest bidders — those who offered the highest amount to gain access to the lead. These professionals will be given the opportunity to contact the customer directly.

**5. Customer Selection Process:**

The customer is shown the profiles of the top 3 highest bidders, including their experience, ratings, and any other relevant information.

The customer can then choose which professional they want to engage based on the professional's profile, pricing, and availability.

**Key Features (Refined):**

**Customer-Generated Leads:**

Customers provide basic info (contact details, service category), and you gather more information before posting the lead.

**Professional Bidding:**

Professionals can bid on the leads by offering to pay a bidding fee (set by them) to access the lead. But the starting bidding amount will be set by us.

**Bidding Window:**

A 2-hour window where professionals place their bids.

**Lead Categorization:**

Leads are categorized by service type, and professionals are only allowed to bid on leads that match their skills and services.

**Top 3 Bidder Selection:**

You select the top 3 highest bidders to provide to the customer.

**Subscription Model:**

Professionals pay a monthly subscription for access to leads and the ability to place bids.

**Customer Choice:**

After seeing the top 3 bidders, customers can choose the professional they want to work with.

**Revenue Model:**

**Subscription Fee:**

Professionals pay a fixed monthly subscription to access and bid on leads.

**Bidding Fee:**

Professionals pay a bidding amount for each lead they want to gain access to. This is the fee your platform collects for each bid made.

Considerations for Success :

**Lead Information Quality:**

Ensuring that the information you collect from customers is clear and comprehensive is critical to help professionals place accurate bids.

**Customer Experience:**

Make sure that customers feel confident that the professionals bidding for their lead are reputable and qualified. Consider adding reviews, ratings, or badges to highlight top professionals.

**Lead Matching:**

It’s essential to ensure that only relevant professionals (i.e., those in the right service category) can see and bid on specific leads.

**Transparency in Bidding:**

Professionals should clearly understand how to participate in the bidding process, including how bids are chosen and the relationship between the bidding price and gaining lead access.

**Fairness in Top Bidder Selection:**

While the bidding amount will determine who gets access to the lead, there should be a way to check that the selected professionals have the right qualifications and reviews to back up their bid.

**Scalability:**

As the platform grows, you will need to make sure that your systems can handle more customers, leads, and professionals efficiently.

**Regulating Bidding:**

You may want to implement measures to avoid bidding wars that can raise prices unnecessarily, especially if this could limit access for smaller, but qualified, professionals.

Technical Aspects to Consider (Refined):

**Customer Onboarding:**

A system to collect the customer's basic information (contact details, service category) and trigger the follow-up for lead creation.

**Lead Management:**

A backend system to track the lead details, communication with the customer, and ensure that leads are posted correctly once all information is gathered.

**Professional Subscription Management:**

Develop functionality to manage monthly subscriptions, renewals, and account access for professionals.

**Bidding System:**

A system to manage the 2-hour bidding window, track the highest bids, and ensure that top 3 bidders are selected automatically.

**Payment Gateway:**

Integrate a payment gateway for professionals to pay the subscription fee and bidding amounts.

**Professional Profile Management:**

Allow professionals to create, update, and maintain their profiles, including their services, past work, reviews, and bids.

**Notification System:**

Professionals should be notified when a lead is available, when the bidding window is closing, and when they’ve won the bid.

Customers should be notified when they receive their top 3 professionals.

**Platform Workflow Summary:**

Customer provides basic contact and service details (e.g., via form).

Platform contacts the customer to gather additional details and create a lead.

Lead is posted in the relevant service category after finalizing the customer information.

Professionals place bids within the 2-hour bidding window.

Top 3 bidders are selected based on their bid amount, allowing them to contact the customer.

Customer selects a professional from the top 3 based on their profiles.

This setup ensures professionals have fair access to leads and are incentivized to place competitive bids, while customers get the benefit of choosing from highly competitive professionals.