Currency Exchange

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Week 9

Place

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# Place

Currency exchange will be operated from three locations; the corporate headquarters in New York, NY, one east coast data center and one west coast data center. Currency Exchange will operate from one location in New York, NY. The exchange will use a direct distribution channel. All services will be provided via the company website, or through the customer service call center. The company web site which will be hosted in the company data center. The corporate headquarters will include a call center to handle customer service.

The exchange will offer two methods for customers to interact with the exchange. The primary channel for interacting with the exchange will be the web site where customers can setup an account, deposit and withdraw funds, exchange currency, access the exchange message board and contact customer service. Advanced users and developers will be able to access all exchange service via the exchange API.

Currency Exchange will maintain a two tiered storage system for crypto currencies. To minimize the risks of theft 95% of customer funds will be held in servers which not connected to the internet. The remaining 5% of customer funds will be stored in the primary exchange servers. To facilitate long term crypto currency storage the exchange will operate a cold storage facility where customer funds will be stored in servers that are completely offline.

## Channel System

*Direct:* The only channel system Currency exchange will use is a direct channel.

*Indirect:* NA

## Wholesalers

NA

## Retailers

NA

## Logistics

What user will experience will depend on the type of users. When customers first visit the exchange web site they will be non-registered users. Customers will be able to register with the exchange which will give them access to services not available to non-registered users (e.g., bitcoin deposits and withdraws, active trading). To become a full registered user customers will have provide the exchange with a debit and credit account which will be verified and linked to the users account. The processes each type of user will encounter are outlined below.

**Non-registered users**

* Visit home page
* View live order book
* View trade history
* View terms of use and FAQ
* Create a user account
* Contact customer service Via email or phone

**Partially registered users**

* Log into user account, using two factor authentication
* View account balances
* Deposit and withdraw crypto currencies
* Submit buy and sell orders to live order book
* Send service request to customer service

**Full registered users**

* Deposit withdraw USD
* Margin trading
* Futures trading

## Customer Services

Good customer service is essential to the operation of the currency exchange. The quality of service will be measured by how fast customers issues can be resolved and how satisfied customers are by the resolution. Whenever a customer issue is resolved a survey will be sent to the customer asking them to rate the experience for quality assurance purposed.

To facilitate good customer relation and effect resolution of customer issues the exchange will staff and operate a call center in the corporate headquarters. The call center will be maned 24 / 7 year round to ensure customers will be able to speak with a company representative who can assist them with whatever issue prompted the call. In addition to the call center customer will be able to reach the customer service representatives via Email. Registered customers will be able to create a service request via the company website.