

# **Website Review and Strategic Repositioning Proposal**

## **1. Current Observation**

The current website does not clearly communicate our CRM-led value proposition. While the platform capabilities exist, the website does not make this obvious from a business owner's perspective.

The core evaluation rule that should guide the website is the following question:

If an MSME or growing business owner visits the website, will they immediately feel and say, "Yes, this is exactly my problem"?

At present, the answer to this question is no.

## **2. Desired Emotional Impact on the Buyer**

The website must make an MSME or owner-led business feel:

"These people understand my business better than I do."

This emotional response is critical because MSME and growing business buyers are trust-driven and emotion-led in early decision-making. They seek assurance first and technology second.

## **3. Positioning Principle**

The website should speak about business problems first, while using examples and context that resonate with MSMEs and growing businesses.

This requires a clear shift in how we communicate:

Language must be business-first, not technology-first.

Context must reflect operational, people-driven, owner-led businesses.

Examples must be non-enterprise and non-corporate in nature.

The focus should be on everyday business challenges rather than software capabilities.

## **4. Recommended Homepage Messaging**

The homepage should communicate a simple and bold message.

Proposed primary message:

We solve everyday business problems using smart automation, CRM, and AI, without complexity.

Supporting subtext:

From leads and follow-ups to customer support and operations, we help MSMEs and growing businesses run smoother, faster, and smarter.

Primary calls to action should be consultative rather than sales-driven. Recommended actions are:

Talk to a Business Consultant

Get a Free Process Review

## **5. Problems Section: Building Immediate Connection**

The second section of the homepage should focus exclusively on common problems faced by MSMEs and growing businesses. This section should use problem statements rather than features.

Examples of problems to highlight include:

Leads come in, but follow-ups do not happen consistently.

Sales performance depends heavily on one or two individuals.

There is no clear visibility into the sales pipeline.

Customer calls and messages are frequently missed.

Manual work consumes excessive time and effort.

There is no reliable data or reporting for decision-making.

This section should conclude with a reassuring message such as:

If this sounds familiar, you are not alone.

The intent is to create recognition and emotional validation.

## **6. Services Page: Outcome-Based Structure**

The services page should be restructured to focus on outcomes rather than technology categories.

Instead of listing services as CRM, AI Agents, or Analytics, the services should be presented as business solutions.

Proposed structure:

Sales and Lead Management

This includes lead capture, structured follow-ups, pipeline visibility, and conversion improvement.

Customer Support Automation

This includes call handling, chat and voice support, query resolution, and round-the-clock availability.

Operations Automation

This includes scheduling, document handling, reminders, and task discipline.

Business Insights and Reporting

This includes sales dashboards, bottleneck identification, and performance visibility for owners.

Each service description should clearly answer one question from the buyer's perspective:

How does this make my life easier?

## **7. Industry and Sector-Specific Pages**

A major gap in the current website is the absence of industry-specific communication.

We target multiple sectors, including restaurants, clinics, manufacturing businesses, and service-based MSMEs, but the website does not address them individually.

Dedicated pages should be created for key sectors such as:

- Restaurants and Cafes
- Clinics and Diagnostic Centers
- Manufacturing and Production Businesses
- Logistics and Transport Businesses
- Emerging & Green Sectors
- Agriculture & Allied
- Technology & IT Services
- Service and Creative Businesses

Each industry page should clearly explain:

- The common problems businesses in that sector face.
- How our system and approach address those problems.
- Simple, relatable examples rather than formal case studies.

Each page should effectively communicate:

“Here is what businesses like yours struggle with, and here is how we fix it.”

## **8. Overall Website Positioning**

The website should be launched and positioned as a Business Consulting and Automation Partner, not as a software product company.

This positioning aligns with MSME buying behavior, where trust and understanding precede software adoption.

## **9. Language Shift: From Features to Business Outcomes**

The website should replace module-based language with outcome-driven language.

Instead of terms such as Unified CRM, Predictive AI, or Digital Commerce, the website should emphasize outcomes such as:

- Never miss a lead.
- Automatic and consistent follow-ups.
- Clear sales pipeline visibility.
- Customer support without chaos.
- Owner-level business visibility.

Internally, the system is powered by CRM and AI.  
Externally, it should be experienced as peace of mind for the business owner.

## **10. Contact and Consultation Page Repositioning**

The contact page should be renamed to “Talk to a Business Consultant”.

This page should include:

- A simple contact form.
- WhatsApp contact option.
- A visible phone number.
- A clear reassurance message stating that we will first understand the business and that there is no pressure.

This approach reduces buyer hesitation and fear of aggressive sales.

## **11. Resources Section Structure**

The resources section should be simple, trust-building, and business-focused.

Recommended structure includes:

- Business Guides
- Playbooks and Checklists
- Industry Insights
- Case Stories, to be added later
- Frequently Asked Questions

The goal of this section is education and confidence-building, not product promotion.

## **12. Customisation and Flexibility Message**

A dedicated section should clearly communicate that every business is unique.

The website should explicitly state that we do not force businesses into predefined software workflows. Instead, we adapt systems to how each business operates.

This section should highlight custom workflows, industry-specific processes, and active owner involvement.

## **13. Summary**

The proposed changes do not reduce our technological strength or market scope. They simply realign the narrative to match buyer psychology.

This repositioning will improve trust, increase inbound lead quality, reduce sales resistance, and position the company as a long-term business partner rather than a software vendor.

