BENEFITS OF USING CUSTOMER DATA

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EARLY STAGE OF THE COMPANY

In the current state of our website, OrderShare is aimed at small groups of people, primarily students and office workers. As a start-up, we are not expecting to receive a massive amount of traffic coming to use our website. Although, as discussed by Brown, et al. (2017) any amount of customer data is still considered to be valuable. As a young enterprise business company, we would gather most of the user information locally. The ideal customer data that we would like to collect would consist of their age, gender, occupation, address, order history, minimum and maximum spending. These are one of the most crucial requirements, that would help our company to grow from a start-up to a more established business. Analysing previously mentioned data will allow us to determine the most used services within the website, find out the average customer age, see how regularly customers order using our website and how their orders differ for specific day/week. Furthermore, having information about customer average spending lets us display offers more appropriate for a specific price range.

LATER STAGES, AND FUTURE IMPLEMENTATIONS

In the later stages of the business OrderShare will provide users with the option to login and use our services with Facebook authentication. Facebook API, and the data we will gather in the website itself should be enough for us to create an image of our daily users. As the website starts to grow, we are planning to provide delivery services ourselves. Purchase details and frequency of ordering can help us to minimise the cost of paying salaries, and to minimise the number of delivery drivers needed at the same time. By understanding the daily market, as well as analysing gathered data will help us to save money on unnecessary spending. The data received can also benefit our company to alter the recommendations for a specific user. E.g., if one user's have ordered a pizza from "Dominos" chances are high that they will also like similar pizzas from "Papa Johns" or "Pizza Hut". In addition, Facebook API provides customer's following information, which we could use to display the restaurants they are already following. I.e., if the customer is following, or recently visited one or the other restaurant in our system, our website can provide him/her with similar restaurants in their area.

SOCIAL MEDIA INTEGRATION

As social media plays great role in everyone's daily life, it would be ideal to have OrderShare Facebook page, where customers could share their experience using our services. Thus, providing us with a valuable review's, directly from the users. (Walter, 2014) Moreover, we can document which aspects of the company resonates the best across the different social media platforms in form of: tweets, replies, shares and so forth. Providing us the with a valuable insight about the quality of the service we provide.

CONCLUSION

In conclusion, in early stages of the business we will be limited to the quantity of the customer data we receive. Although, as a business grows, and number of users increases, we will have a chance to develop as a company, by adding more functionality and complexity to our website. These changes with an addition of Facebook API integration will allow us to gather and use more of the user data to our advantage.

REFERENCES

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