New independent features implementation(swagat)

* Adding new independent feature to existing website

**The Idea:**

Website user engagement is an important indicator determining the success and ranking of your site. Even if you attract a huge amount of traffic, this won’t mean much unless you’re able to engage visitors and get them to perform the desired action. Contests and giveaways are the best way to improve every aspect of your performance. They’re beneficial for page visits, subscriptions, conversions,  and website user engagement. This lead to requirement of new feature in current website. We can target all SMEs with unique idea to engage user.

**What's the need (Explicit / Implicit) for the client:**

The client need module to engage user/improve user journey.

**Thought behind the service and more of strategy:**

With website user engagement being an essential aspect determining the performance of a business, SMEs need to add such feature in there website.

We have a better “All in The Box” strategy to offer the Idea creation + design + Development + Implementation approach for the prospects.

**How does the service help**

* Unique idea for each customer to improve user engagement

**Whats the TG**

* SMEs having website

**Competition**

* Many small web development companies

**The Pitch / Core Proposition / Core Positioning**

* Pitch: To improve site user engagement, bounce rate, brand awareness you needs add new functionality/feature to your Website.
* We can give you support from idea creation to development to implementation.

**How do we reach out to them**

* Cross sell

**Why Logicserve**

**Mota Mota Targets**

**What Can go wrong**

* Reach to interest rate can be low: This can be mitigated to have a monthly look into data as well as a change of pitch / TG
* Interest to Closure can be bad: The sales process and response may be looked into

**Who will lead it**

* Need to discuss

**What will be Team structure**

* Creative team
* Design + HTML Team
* Developer

**Success Matrix**

* For the first year 25 sites

**Set Up**

* Hire / Organise / Excite / Set Team
* Set KPIs and KRAs, Have a follow-up process
* Templates (Pitch / Pre-sales ppt / Proposal format / Pricing sheet)
* Train Sales

**Support**

**Pre-Sales**

* Follow up process
* Proposal support
* Monitoring
* Team Tech / Sales training

**Delivery**

* Project Planning
* Kick Off meeting
* Fine Tunes Delivery mechanism
* Feedback control