Grapevine 3rd Pivot

Grapevine allows businesses to provide their customers the feeling of being a regular/insider, in a scalable way. Existing customers can reserve deals under their phone number (name or code) for their friends. Digitizing the “he/she sent me” process.

# Customers Perspective

## Signing up

* Go into a business
* They mention that if you text (code) to their GV phone number then their number will have (limited number of coupons/deals) reserved at the business for their friends
* Customer texts number
* Customer gest confirmation and instructions on the program again.

## Sharing

* Tells friends to go to the business and get the deal that is reserved there under C1’s phone number

## Redemption

* Customer two enters the business and mentions that they were told that they have a deal waiting for them under their friend’s phone number.
* Business tells them to text the GV phone number their friends phone number
* GV sends the customer a confirmation text showing that the phone number is authentic
* Customer shows the confirmation text to the business and gets the deal
* Business now decides whether they want to let customer 2 become an insider.
* Customer 1 is given a prompt telling them that one of their friends just came in for a deal

# Business Perspective

## Set-up

* Decide what their number and code are
* How many different people can come in from one person and whether the deals are time bound

## Enrolling customers

* Tells customers to text the code to the number
* Tell the customer that they can now send friends to that business and have a deal waiting there for them

## Redemption

* Tell customer two to text their grapevine number their friends number.
* Sees the confirmation text and gives the deal to customer two

# Grapevines Perspective

## Business Sign-up

* Our business dashboard allows businesses to set up their phone number and code(s)

## Customer Sign-up

* Customer sends code to the GV Number and stores their number in our database

## Customer Redemption

* Receive a phone number from a customer 2
  + Verify whether this number being sent is within the data bank or not
  + Verify whether the number sending the number isn’t already in the GV data bank as well to prevent repeat “first-time” customers
* Log the transaction under the customer 1 file

# Additional Possibilities

* Customers code text in a code and have that be the piece of information that is shareable rather than their phone number
* Business could set incentives in place where customer 1 receives perks for sending people
  + Incentives would be redeemable at the business under the customer’s phone number
    - Could have another layer of security in that the customer is sent an automatic text once their account reaches the necessary threshold to trigger an incentive. They then have to show the phone with the text verifying that they actually are deserving of the reward and that they are actually the account holder.

# Questions and Considerations

* Pricing model
  + Monthly fee
  + Per customer that texts in
  + Per new customer that comes in
* Do we want customers sharing the deals by telling their friends it is under their phone number or under a code they created
* Do we want to send the customers messages notifying them when their friends have redeemed a coupon
* Do we want at the time of collection the business collecting the customer 1’s phone number or getting customer 2 to text it in?
* Do we want there to be incentives to share?
* If there is no incentive for customer 1 will they feel ripped off that their friend is getting something but they aren’t?
* What if customer 1 starts telling their friends the code to text in to be able to share the coupons for that business?
  + Is that a real problem?
  + If so we could have the text in code randomly generated and be a one-time use type code
* Do we want it to be a single number or have every business have their own number?
* Do we want to include the loyalty aspect into our program?

# Things to do on our end?

* During the set up the business selects a number
  + In their account their phone number is presented with the option to include another phone number or edit the phone number
* Business dashboard
  + Number of customers that have come in
  + The number of customers that have texted into your business to reserve deals

# Assumptions

## Business

* Businesses want their customers sharing their business with their friends
* Businesses are willing to provide their customers deals to share with their friends
* Businesses are willing to give discounts to first time customers
* Businesses want new first time customers
* Businesses are willing/able to use a text based program
* Businesses think our service would increase the number of new customers through the door

## Customers

* Customers will actually share deals
* Customers are more likely to share the business if they have a deal reserved under their phone for their friends
* Customers friends will be more likely to go to the business if there is a deal there waiting for them
* Customers are okay with texting a number a text code