Customer

Reclaim UK

TECHNOLOGY ASSET RECOVERY

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My ONEm Omni-channel Micro-app
#reclaim

Reclaim's primary business is as a buyer/broker recovering IT assets to resell to its known local and foreign customer base who are themselves resellers or users.

Sellers Direct Revenue Implication: Let's say an average customer can provide 50-100% of the company's needed revenues in a month. If there are 20 bonafide customers going to its website in a month and we can attract just 2 additional customers or more we have doubled our revenues. Conversely we can say that with poor customer handling we are loosing 2 of our customers which is a loss.

Buyers Direct Revenue Implication: Because our company does not like to hold inventory and instead sells on quickly the bulk of the inventory we receives, therefore the result is that there is not much to sell. However, there may be the possibility that a big buyer states what they are looking for and their budget. In this case through the company's knowhow with certain industry contacts there is an opportunity to make a sale with potential profits.

Indirect Revenue Implication: Many people go to the website who may not have anything to sell at the moment. They may be looking to buy some additional missing piece of equipment to use in their installations. They may have substantial IT assets which would represent a future customer prospect. We have the opportunity to collect their information and to learn more about

them even if we don't have the inventory to sell to them.

Earn more or loose less: My micro-app's objective is to increase the revenue potential of my company by increasing, keeping and avoid loosing current and future potential customers as well learning about the visitors behaviors.

Save Time: To save time our #reclaim micro-app will automate many processes including data collection, processing and access. Collection is through smart micro-app forms that serve to obtain and filter the kind of information both the customer and the company need provide effective and accurate responses. The information will be processed and used in the business logic for automating responses and helping in the company's decision making process. Access to this information will be provided to both the customer through a personalized account and the company as an admin for further actions.

The purpose of the #reclaim micro-app is to automate the company's interactions between its customers with the following benefits:

1. **Prevent loss of customer – (potential business)**
   When a new or existing customer goes to the website we need to provide an effective and efficient way for them to express or satisfy their needs. Currently they must either (1) call the published number (2) send an email or (3) fill in the contact form.

   Call: Many people don't want the potential pressure of a direct phone call or if it is after hours the call may not be taken. If for example the customer calls and there is no answer, they may leave and never come back. *Loss of Customer*

   ***Email:** Sending an email will take time for both the customer and the company to respond. If the customer sends an email and does not get a timely response they may already have found another company during that time. Loss of Customer*

   ***Contact From:** Filling a contact form essentially is like sending an email. Unless the form is structured properly to capture useful information and*

responded to quickly it is the same effect as an email. *Loss of Customer*

Step 1 – Prospect goes to website

Step 2 – Prospect looks for ways to convey their needs

Step 3 – Prospect communicates using a selected mode

Step 4 – Prospect intends to get a timely response

Scenario 1: Prospect goes to website clicks on dead link and leaves

Scenario 2: Prospect goes to website calls the number and does not get an answer, so leaves

Scenario 3: Prospect sends an email, but in the mean time researches and finds another company to whom he gives business. The was no email confirmation or action after the email was sent.

Scenario 4: Prospect sends an email that has limited information. Company looses time requesting more information in an unstructured way.

The #reclaim micro-app needs to facilitate these steps to ensure the following:

1. Time – minimize the time take from the customer

2. Information – get enough information to be able to make an informed response

3. Acknowledgment – give to the prospect an immediate and credible response to the enquiry

4. Interaction – give the prospect a way to interact with immediacy and with minimum obstacles

5. Follow-up – make sure the prospect knows we care enough to give them more than one way to be informed and be able to follow-up their enquiry

2. **Generate Future Prospects – (future business)**

The company states on their website that they buy and sell equipment. Even though the actual business is buying other people stock, there is an opportunity to collect future prospect information and even make a sale if the conditions are right.

We capture the information from any enquiry to buy with the intent that they can potentially be a future customer with equipment to sell.

What is automated?

1. Data is collected and stored from visitors based on business logic.

2. Responses are sent out automatically based on the collected data's business logic.

3. Micro-app activity is automatically processed, formatted and forwarded to the admin.

4. Returning customers are automatically presented with personalized controls and information.

5. The admin is automatically presented with personalized controls and information when accessing the micro-app.

What a new visitor can do?

1. They can offer to sell or make an enquiry to buy.

2. They can either upload their requirements or use our query wizard.

3. If they choose the query wizard they can choose the type of IT asset they are selling and give broad numbers in typical categories.

4. For those who are asking to buy we let them give them the option to describe of what they need instead to walking them through countless options.

5. When they complete either the upload or query wizard they will get an

immediate email response acknowledging their enquiry and giving them instructions on how to go back to the website to followup if they so desire.

What existing customers can do?

1. They can offer to sell or make an enquiry to buy with the same process as above.

2. They can view their enquiries.

3. They can revise their open enquiries.

4. They can see a copy of all of the message traffic for any one enquiry.

5. They can message directly to the company pertaining to any of the open enquiries.

What the company can do (admin)?

1. The admin can test the buy/sell enquiries.

2. The admin can list all buy/sell histories.

3. The admin can view any buy/sell history which will list all the associated messages.

4. The admin can list all customers and jump to their history.

5. The admin can message directly to any customer.

6. The admin can create template docx letters and emails.

7. The admin can create and define template docx data and email data.

8. The admin can fill template data.

9. The admin can send emails and template to multiple contacts.

10.   The admin can review analytics

Why is the micro-app different from any other technology available?

1. It puts data collection, processing and access control into the hands of the customer and company in a way other applications do not. In this respect it is an APP and not a chat bot.

2. It is accessible over many channels and not just one or a few which makes it omni-channel. Most applications are designed for a single channel which makes them less accessible as they require downloading (in the case of IOS and Android Apps) or for the user to be on that channel.

3. There is a single code base using HTML and languages that are commonly used. Because of this the applications are easy to create and maintain. The result is a powerful application that is superior to single channel apps and which are a fraction of the cost.