First Interview

Interviewer: Kadessov Bek

Interviewee: Aset Meyramovich

**Interviewer:** *Hi, I'm glad to meet you. I would like to do a mini analysis about your current system. And understand your work from the inside. What are your company focused on and what services do you provide?*

**Interviewee:** *Hello, me too. my company provide services for small and large events. Especially, we are professionally engaged in photo and video services. But we can also find the necessary people, toastmaster, singers, designers and etc. At the moment, the team employs 7 people.*

**Interviewer:** *What about customers, how often do you get orders? And how is the ordering process going?*

**Interviewee:** *Orders depend on the season. This is a seasonal business. We are often contacted in the summer. On average 2-3 calls per day. In winter, the number of calls from customers is reduced to 2 per week.*

**Interviewee:** *The checkout process usually doesn't take long, but it takes more time that they haven't seen our products yet. And they want to see examples and look at the photos taken by our photographers. But, unfortunately, they cannot show the quality in this way, ordinary chats and messengers compress data with large data losses.*

**Interviewer:** *I see, it is not cool. How do your customers give you feedback at the end of work?*

**Interviewee:** *They usually send feedback through instant messengers, mostly WhatsApp. I show reviews through Instagram stories and WhatsApp status.*

**Interviewer:***How are you promoting your company? And how effective do you think?*

**Interviewee:***I use renowned message board services and social media marketing to promote my services. And to be honest, I do not consider this an effective form of advertising, because millions of users use this approach and therefore the competition is also at the extreme level.*

**Interviewer:** *Do you want to change your current system and what alternative solutions do you suggest?*

**Interviewee:** *Yes, of course. And it is exactly web-site. Since the beginning of the 21st century, all modern large companies have been using websites and spending a lot of money on building online platforms. Therefore, I believe that without a website, the number of orders will decline at a very high rate. Of course, high functionality and complete usability of the website.*

**Interviewer:** *But are you aware of the indirect and direct costs of the site as server rental, promotion on google advertising, yandex. Is it really does not cause any difficulties?*

**Interviewee:** *Yes, I know and website is very cheap and very effective in my point of view.*

**Interviewer:** *Thank you! That is all for the first time. See you later.*

**Sign:** *Aset.M*