

# SENSORO X LAB

## Yunzi Social CRM Platform



### DESIGN BRIEF

Yunzi Social Customer Relationship Platform is a marketing data service sytem that provides modularized HTML5 development features to help brands, retailers and enterprise users to create mobile HTML5 applications with minimum steps, and to perform offline-to-online marketing plans. Through offline intelligent sensor network and online data collection, our client will be able to trace their customers' behavioral data and location information down to individual with second-level accuracy. Integrated with automated tag system, social graph and push advertising function, it arms the traditional industries with data support, interactive user experience and precision marketing strategy.

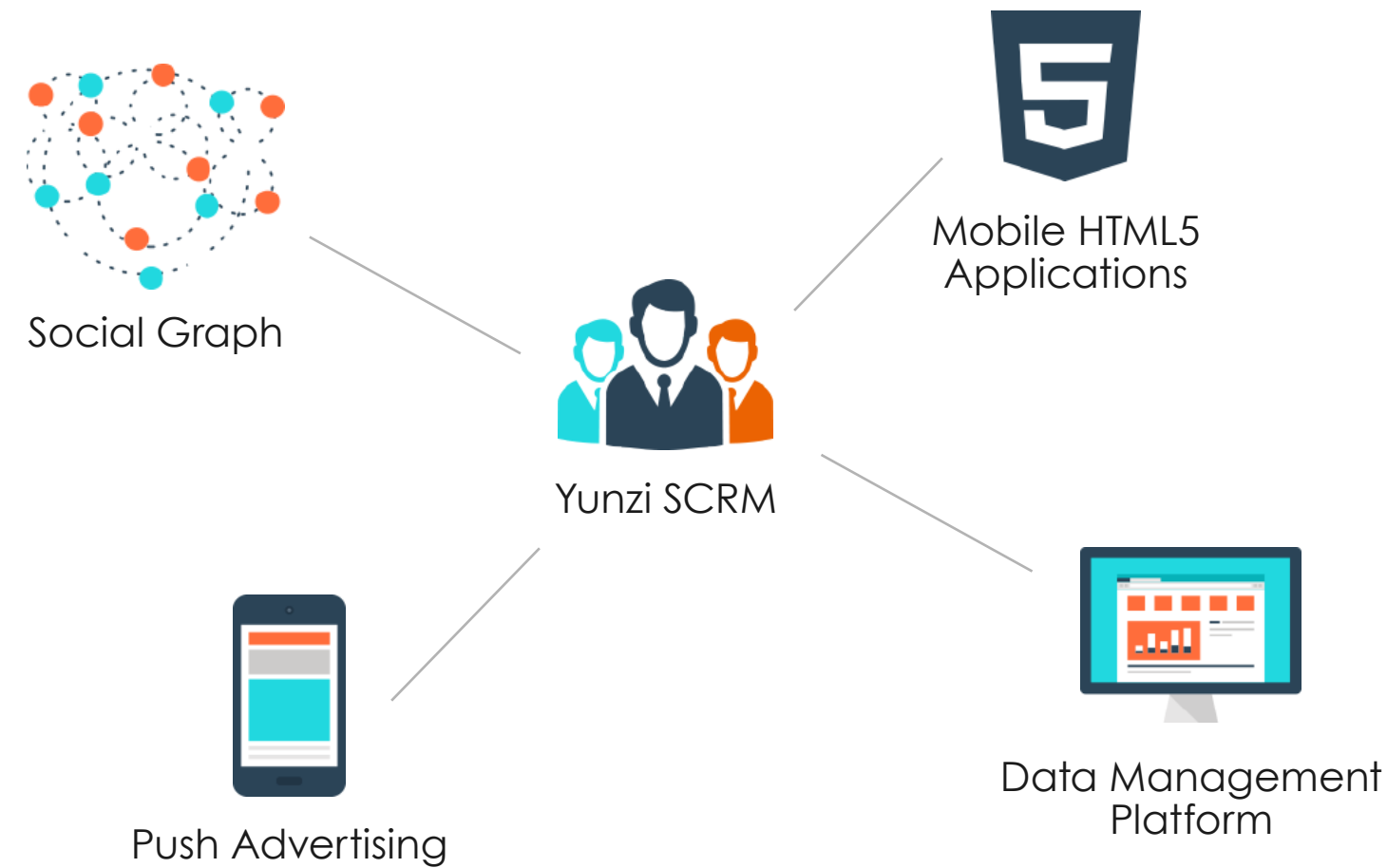


### PROJECT INFO

Type: Commercial / R&D / Team Project  
Category: Platform / Service System  
Personal Role: Platform Structure, UX&UI

Date: Oct 2015 - Present  
Company: Beijing Sensoro Co., Ltd.  
Official Website: <http://x.sensoro.com/>

COMPONENTS



MOBILE HTML5 APPLICATIONS

Designed and developed according to interactive marketing scenarios, our clients will be able to setup and deploy an interactive mobile html5 application within 10 minutes. The interactive mobile applications are able to serve scenarios including online lottery, chatroom, event registration, survey, indoor location-based services. Online coding and development function is also supported.



SOCIAL GRAPH

**Individual-level Multi-facet Customer Profile**  
Customer's data, collected from offline behaviors, online interactions and social network, create multi-facet profile, which helps our clients to customize their marketing strategy more specifically.

**Opinion Leader & Dissemination Network**  
Through analyzing customers' engagements on their social networks, SCRM platform aids our clients to define opinion-leaders from their customer segments, push designated information to the opinion-leaders, and hence create better dissemination efficacy with lower cost.



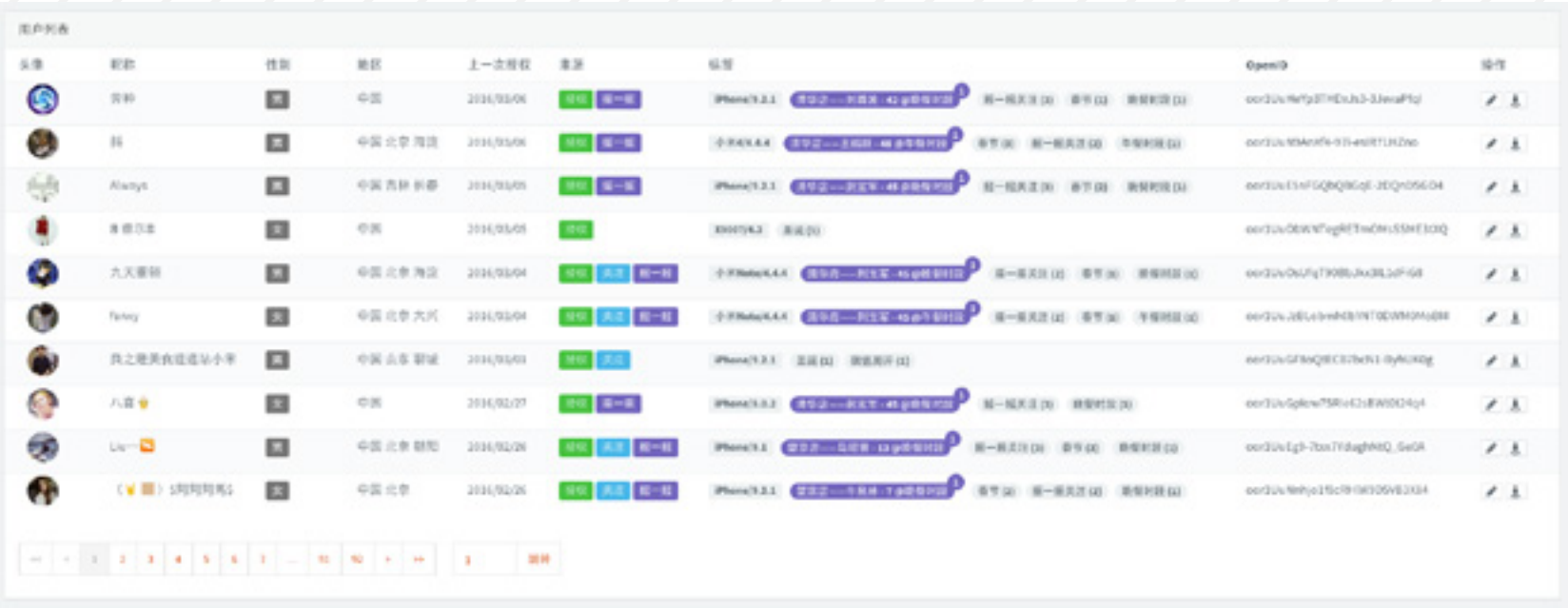
PUSH ADVERTISING

Highly integrated with WeChat (instant messenger and social platform, around 600 million active users in Asia), Yunzi SCRM platform can push precisely customized content according to customer’s profile and segment. The platform also provides multiple filters for categorizing customers, and prompt data feedbacks for analysis.



DATA MANAGEMENT PLATFORM

Based on customer’s online interactions, offline behavior and location tracking, and social network information, the platform assigns tags to each customer’s profile which creates significant value for data analysis and precision marketing strategies.



MOBILE APP TOOL

Convenient Operations

X Lab Utility App enables our clients to monitor real-time data, review data report, publish or suspend marketing interactive events with the most convenient manner.

Hierarchical Authentication

This App is designed with hierarchical access to the data management features and marketing activity deployment. For instance, the brand manager has the authority to launch a new marketing event through the App and has access to data of all branches. The branch store manager will have access to the operations to his/her branch only.



Brand Dashboard  
data of the day, cumulative data;  
monthly trends



Branch Homepage  
address, contact info;  
current events



Branch Data Report  
cumulative data;  
real-time customer tracking