SonicChat Software and Business Model Proposal

Nicolas Melia - 330-540-8023 – NightSkyCode@gmail.com

Visit ***www.SonicChats.com*** for working demonstrations

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**The Problem.**

Small business owners usually can’t afford an IT team; however, most have managed to build websites using a premium or free website designer. Then comes the time when they start to think about adding customer service options, and how “online support” sounds like a good idea. They browse the web and find many solutions, eventually choosing the first result in their search, “*Zendesk*”. They decide to check out how “*Zendesk*” works, and shortly begin to feel intimidated by the magnitude of products and confusing implementation of their support software. They have no idea where to start, how to add a chat widget, a ticket system, a feedback or message form. They spend hours trying to understand this, searching through documentation, stumbling across multiple lines of code and eventually come to the conclusion that this is too hard for them. It’s as this system was designed for enterprises and left out the small business owner sitting on their couch from home.

Why can’t utilizing customer service solutions be as easy as creating and maintaining a Facebook or Twitter account? Why isn’t there a system that’s truly All-In-One, easy to implement, and purely intuitive? This problem is currently being faced by many small and medium businesses. The first solution that saves them from this headache gains a large segment of the market.

*“What is this mess? How do I use this!?*

*I just want a chat* ***and*** *ticket system for my site!*



*\*Photo from Zendesk.com (7/5/2015).*

**Proposed Solution**

Say hello to SonicChat, an **All-In-One**, intuitive customer support widget. SonicChat is designed to be easily implemented, simple to use, and extremely versatile. Customizing SonicChat to fit your needs is as easy as creating a post and tagging your friends on Facebook. This system achieves this with the following unique features –

**Tiles** *–*

Tiles are square clickable icons embedded directly into your SonicChat widget *(refer to above photo.)* When a Tile is clicked on, it opens specific support functionality in the chat box that your customers can interact with. Tiles give you the ability to **personalize** your widget by offering many different Tile solutions that best fit your needs.

**Example Tiles Include (But not limited to):**

* **Live Chat**
* **Ticket System**
* **Message**
* **Appointments**
* **Answer Base Search**
* **Link Tile**
* **Endless Possibilities!**

**AnswerBase Integration / All-In-One Systems**

Being an All-In-One system allows you to make a change once and have it work everywhere. The SonicChat AnswerBase offers a good example of this as it houses all of your product, service and company information. This system integrates into every aspect of your SonicChat experience, from your chat dashboard to specific tile functionalities. All-In-One means exactly that, one and done.

**Friendly Implementation -** *One line of code, one powerful tool. Works instantly.*

This Chat widget adheres to any website with **ONE** simple line of html. This is designed to be efficient, easy to maintain, and user friendly. No messy files or multiple lines of code.

 ”I’m not scary. Copy and paste me!” – Line of code

**Sales Example and Estimations**

SonicChat is built on the belief that all businesses, regardless of size, should be able to offer customer support at an **affordable** cost.

**Pricing Example  *\*****Estimation for experimental pricing formula only*

**M** = $13.99 - Minimum monthly cost of service with one allowable agent

**A** = $3.99 – Monthly cost per additional Agent/Admin

**T** = 7000 - Estimated projected clients (Target client count)

**P** = 2 - Medium number of additional agents/admins

((**M** + (**A** x **P**)) x **T**) x 12 = Gross of $2,013,480 yearly.

**Market Differentiation**

**Personal research:**

The common business model among competition consists of a monthly premium for the use of their dashboards and onsite chat widgets, **without** providing aided customer service. This means the pursuing business is obligated to provide training, customer management and employees at their own expense.

**Why Investment is Important**

SonicChat and its business model are on the edge of an open market. This product is ready to grow and morph into a valuable asset. Support is needed to get this product where it deserves to be.

What I am seeking:

- Time to grow this product

- A small team of developers

- Guidance

*\*I do not have partners or investments. I am the sole engineer and lead behind this system.*

**Contact**

If you have any questions regarding SonicChat please inquire through **www.SonicChats.com** or reach me by phone anytime, 330-540-8023. Your questions and inquiries are greatly appreciated.

Nicolas Melia, B.S.

Software Engineer

Personal: NightSkyCode@gmail.com

Cleveland, OH 44114

330-540-8023

**Practical Setup and Customization-**

We believe implementing and setting up customer service software for your business should almost feel instinctual. Customizing SonicChat to fit your needs is as easy as creating a post or tagging your friends on Facebook.