**MINUTES OF MEETING**

## 1.    MEETING INFORMATION

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| **SUBJECT:** | 6th Supervisor Meeting |
| **DATE:** | 2nd March 2017 |
| **TIME:** | 10.30am-11.30am |
| **VENUE:** | Prof Steven's Office |
| **ATTENDEES:** | Prof Steven, Teh Kaixin (KX), Sean Kwok (SK), Chien Shuyan (SY), Nabilah Banu (NAB), Nicole Goh (NIC) |
| **ABSENT WITH APOLOGIES:** | |

## 2.    MEETING RECORDS

| NO | ITEM | REQUESTED /REPORTED BY | ACTION BY |
|---|---|---|---|
| 1. | Agenda:<br>• Update Prof on Progress | KX | INFO |
| 2. | Demo need to be organized<br><br>X-factor -  Comparison with the randomly sending emails to non-targeted clients<br>→ need to do so users can appreciate our system after looking at the values from targeted and randomly selected<br><br>There should be evidence of using system, show how it helps client to provide value and how they use the system actively<br><br>By using system, improves customer service, improve their business<br><br>Sort screening table (date)<br>Is there a way for the client to click on the link and from the link, we can record as client responded (date and time)<br>At the same time, we also keep track of clients' responses.<br><br>Current Xfactor can be improved, need something to quantify, give value, eg. able to provide client with ___ , what services. Anyone can link database, unless you have other techniques. | Prof | Team |

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|---|---|---|---|
| | Eg. Getting 2x more responses compared to before using the system.<br><br>Measure the growth in customers' base / profit<br><br>Current 14% returning.<br>System go live on 15 Feb<br>Track for 2 months and see if the returning customers increase.<br>Strategy: send email, receive response<br>We should not send 3000 emails as there will be redundant ones.<br><br>Link, if u want the service (any service), indicate in this link and we will respond to you shortly.<br>Then we track these users, will it increase the repeating customers<br><br>Check with sponsor if they are willing to give client know the doctor and clinic details.<br>Can do more with the data if separated.<br>E.g. clients can rate the service from the doctor. | | |
| 3. | Next supervisor meeting will be on 16 March. | Prof | KX |

The meeting was adjourned at 11:00am. These minutes will be circulated and adopted if there are no amendments reported in the next three days.

Recorded/ Updated by: Chien Shu Yan
Reviewed/Edited by: Teh Kaixin
Date: 2nd March 2017