

MINUTES OF MEETING

1. MEETING INFORMATION

SUBJECT:	7th Supervisor Meeting
DATE:	17 th March 2017
TIME:	10.30am-11.00am
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: <ul style="list-style-type: none"> Update Prof on Progress 	KX	INFO
2.	Demo need to be organized X-factor - Comparison with the randomly sending emails to non-targeted clients → need to do so users can appreciate our system after looking at the values from targeted and randomly selected There should be evidence of using system, show how it helps client to provide value and how they use the system actively By using system, improves customer service, improve their business Sort screening table (date) 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) At the same time, we also keep track of clients' responses. 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

NO	ITEM	REQUESTED /REPORTED BY	ACTION BY
	<p>Eg. Getting 2x more responses compared to before using the system.</p> <p>Measure the growth in customers' base / profit</p> <p>Current 14% returning. System go live on 15 Feb Track for 2 months and see if the returning customers increase. Strategy: send email, receive response We should not send 3000 emails as there will be redundant ones.</p> <p>Link, if u want the service (any service), indicate in this link and we will respond to you shortly. Then we track these users, will it increase the repeating customers</p> <p>Check with sponsor if they are willing to give client know the doctor and clinic details. Can do more with the data if separated. E.g. clients can rate the service from the doctor.</p>		
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: 17th March 2017