

Bluewave Apps Solutions for SME



Bluewave solutions believe in its core that the future of all engagement will through our hand held devices or as we call it these " Phones " .

Other companies like Instagram , Uber are tackling different types of engagement with their end consumers trough mobile phones .

In Bluewave Solutions we have decided to tackle all types of SME engagements either internally or externally , it is really different from business to business although there is some common ground for most of them .

Who are the SME ?

They are the small and medium enterprises, that simple . The next question should be tell me their names well, here you go :

- Athletic Gym
- Small or medium size clinic
- Real estate companies
- Wholesalers
- Restaurants
- Construction companies
- Retailers
- Shipping companies
- Schools
- Car dealer
- Insurance companies
- Forex companies

Athletic GYM

The GYM is one place that attendance is repeated on scheduled basis .so the app can help in regulating such attendance as below

- Log the attendance of the end user
- Log the type of the training that was completed
- Give an estimation about how many calories have been burned by these trainings
- The app should recommend music to listen to when he is attached to the club wifi .
- The app can have a reminder to remind the user to go to the gym

From Marketing perspective :

- The app can promote the personal trainer options which can be sent with the reminder
- The app can promote the group lessons options which can be sent with the reminder
- The app can promote the protein shakes,bar,healthy cereal,food supplements.
- The app can promote its set of training videos .

Construction companies

The app index for the usability for an app in such line of business is all about operation streaming for example:

- The construction site reports (images , coordinates ,....) can be aggregated and sent from a tablet or a phone .
- The construction site snag list can be shared and distribute it to different departments at the site locations through the app
- The app can help the construction company for the workers shifts/schedule
- The app can log the safety procedures taken by the company each day (a photo for each worker before going to work to record that he is wearing his full safety gear)
- The app can add various engineering calculators to be used onsite
- The app can integrate the site drawings

Real estate company

Real estate company have certain type of customers who repeatedly looking for certain and specific service ,hence an app would be an ideal solution for a real estate company to capture the loyalty of their brand .

The app functionality should cover the following basic criteria:

- Present in a fashionable way the real estate picture ,data , geolocation.
- Push notifications for the seekers about The state of their request.
- Allow users to bid for hot deals .
- Allow sellers/sales representatives to send photos from their phones/tablets about the houses
- Show the pictures in 360 sequence to be shown in the same manner (to see which view from which side).
- Have an augmented reality app to show all the apartments within a region via your phone.

There is a lot of possibilities with real estate companies, it is true no body will buy millions worth for house via an app , but the app can make him close the deal with the right house .

Wholesalers

The wholesalers are very specific group who target businesses not the end users , so the use of the app is mainly used for operations customization with very small focus on business development/ marketing.

The app for wholesalers should provide retailers with the following information:

- Products price update /timed
- New products introduction
- New products trainings schedule.
- Products on sale
- Tracking update for products delivery
- Organization structure for the sales representatives
- Loyalty programs for your retailers, bonus system for them .

Restaurants

The food and beverage system is the most repetitive business for users , so basically speaking , the restaurant business have very index for the app index usability as we can do many things with restaurants.

Yes the websites for restaurants ordering provide restaurants owners with the basis to migrate to the app platform.

- Typical user will use the website to order if he is sitting in office , home , will give full details for correct delivery.
- Although pick up users will not find website handy, so pick up users will utilize the app 100%
- Giving feedback for food quality is normally done with a camera attached to a phone .
- Faster and easier integration with the social networks for farther mouth to ear reputation
- The map option inside the app gives the users correct and accurate position system for the restaurant customers .

For internal operations:

- The app can help the restaurant for the staff rotation/schedule
- The app can help the waiters to log orders
- The app can even work instead of the menu , so each user can download the app , log his orders , get his check , pay online if he wants , each users will have his own profile , with his list of preferences .

- The app can work very well for delivery system with the coordinates and addresses

Small and medium Clinics

Medical apps are not something new although it is very young and immature technology land ,as the Internet of medical things is still virgin , may the only thing in market is the fit bracelets that measures heartbeat for sports tracking purposes but can also be utilized for medical purposes .

Although we still can use the app for both marketing and operational purposes

- App to communicate with your customers & expose your portfolio of services/products to them with the ability to purchase/book services from their mobile phones
- App to aggregate Customers Feedback & engage with them to gain their loyalty to your brand .
- Scheduling your services with your customers
- Putting your products/services in a catalog so they can browse your latest news offers.
- Create your own news to push it to your loyal customers
- Manage your Social network marketing for your brand to increase brand awareness.
- The app will enable your customers to easily contact you directly from their phone.
- The app will enable your customers to locate your premises easily from their phones GPS and drive directly to you .
- Enable the referral system to your customers friends using the power of social networks that most of your customers are subscribed to.
- Share the Insurance Status process with Patients
- Share the results of different types of tests with the patients.
- Patients can have their follow up system to be synced with their mobile app
- The app can keep record for the infants vaccination shots
- The app can keep record of the infants height and weight.

From operational point of view :

- The app can help the clinic in nurses shifts/rotation
- The app can help the clinic with the doctors to know the patients files that are registered to them ahead before arriving to the clinic .
- The app can help the clinic to have handy medical calculator
- The app can help the clinic to have handy antibiotic guidelines
- The app can help the clinic to have drug references
- The app can create patient profile with complete medical history

Nutritionist

Nutritionists apps should provide the following service:

- The Week-to-Week BMI readings (Fat , Water,Muscle ,.... percentages) is delivered to the patient in paper , if we deliver this readings to the Patient profile via the app :
 - SME will save the Paper/Printing Costs .
 - The Patient will be able to track his progress on the app any time , anywhere .
 - The Patient will be able to share his track to his friends/family seeking encouragement from them after all they are the biggest motivators to lose weight in addition this will boost your marketing effort as this is the basis of mouth-to-ear marketing effect .
- The Week-to-Week Meals that every patient should eat is handed to him in Paper , if we deliver the Meal Schedule to the patient profile via the app :
 - The Patient will be able to have more engagement with the program anywhere wherever they carry their mobile phones .
 - you will save the Paper/Printing Costs .
- Paper can be Photocopied from one Registered Patient to other Non-Registered Patients to the System(Losing Potential Customers).
- Week-to-Week Scheduling can be done through the app to book for an appointment.
- Week-to-Week Graph monitoring to the BMI .
- Present your add-on diet food (Bolero,Grasso Burner,Perfect Ananas,.....) that are considered as consumables by your patients , to wider range of customer in order to sell more of these goods via the mobile app to be delivered to them .

The above features will only move Nutritionist existing service to another level of customer service engagement , Although there is still more room of future Services that can offered to Nutritionist Patients such as :

- Nutritionist can add a new Premium Service to allow the patients to log their food intake & let a specialist evaluate it & report back to the patient if he is on track or off track & what can he do to go on Track .
- By logging these Data from Patients , Dr nutrition can create a Database of food Served in the Country & create a healthy meter for each of them , to create health awareness among your patients & among the existing Food & beverages service providers in the country (This Service could create additional Revenue stream for placing ads for Food & beverage Service Provider in the App if they provide Healthy Food , respect the healthy meter)
- Within the Premium service , Dr nutrition may place the Q&A Service to open direct line to the nutrition specialist as chat service.

Retailers

The retailers business is already shaken by e-commerce website that do present all the merchandise that retailers have on their shelves in a website , sell it with less cost , with better analytical tools for users segmentation, huge user base from their followers .

Retailers can fight back with their app solution that integrate the real word shopping experience with the e-commerce platform to have complete holistic shopping experience that keep the retailers end consumers attached and hooked to your brand .

The app solution offered by Bluewave solutions is called "SHOPLOG " which can do the following :

- Shoplog can present your products in a categories in an app showing the price , sizes available , colors .
- Shoplog can cross promote matching items with the selected product.
- Shoplog can log the users wish list and report back to the retailers store
- Based on these information Shoplog can assist the retailers to understand supply and demand for the high products in wish list .
- Based on these information Shoplog can suggest to have an e-auction for the high demand(items quantity less than market demand) products by the users who have on their wish list during sales season .
- Also during the sales season ,the users who wish products with low demand (products quantity more than the wish list) can have their items on discount .
- All of this can be done via the mobile app which means that retailers can turn their customers phones into their own commerce sites
- Shoplog can assist the end consumers as well as the retailers to let the end consumers promote the products through the social networks by trying their products (blouse , skirt, shirt, shorts ,chair ,sofa ,.....) and in return the retailers will give the end consumers loyalty points through the Shoplog loyalty points system .
- Shoplog can help the stores create consumer profile for each of their customers about his habits of purchasing, his preferred colors , his preferred brands .

The Shoplog for Retailers is a huge leap for products marketing as it gives the stores the Ability to micro Marketing to each specific product that they have on display , also not just the products that the users are interested as well as the items that can match with another product which will marketed as well

Shoplog gives excellent opportunity to retailers to have their won social platform where they promote their own products & use the full power of social networks to promote their products & let who ever visit their store be their own promoter waving for loyalty points as carrots for each of them .

In addition to all that Shoplog gives the retailers a huge Analytic tool to enable them to have better understanding what the customer really needs & wants , which will enable to better plan their supply & demand for their products , if each retailer knew that product A is on demand in Store 1 & product B is on demand in Store 2 , they will have better planning for logistics , even better option if the customers decided to buy online from the e-store window in Shoplog.

The key to make SHOPLOG works is that users are already logging & comparing with their mobile Phone which have the camera already built in , the Shopping behaviour is already shifting with the presence of the smart phones in the hands of a lot of customers .

Schools

Schools need the app for operation reasons on so many levels , the whole concept of education is using 19th century concepts and methodology, education systems and ways of information delivery to the students has to be revolutionary to cope with the existing methods of information and entertainment delivery systems (audio/video, interactive games).

The whole education system can be broken into the following :

1. Educational information/data delivery method
2. Student management system
3. School management system

Educational information/data delivery method

The use of electronic books that can show audio/video , access to Internet from the learning platform is limitless , you can connect to Wikipedia, specialists website ,YouTube channels ,..... You can create an attractive environment for students where they can see/hear the information that they are receiving whether it is literature, science , math , chemical,history,geography,.....

The app on an iPad can be a perfect substitute for the conventional book because of the following features:

1. Audio, video presentation for the information
2. Links to more references
3. Interactive charts , examples where students can play with variables in order to capture the concept .
4. Opportunity to connect with teacher to ask more details about certain part
5. Presence of forum to exchange questions between teacher and students
6. Huge analysis chance to follow the student behavior while studying , to check if students have prepared/studied their lessons or not , at what time , how much time did they spent studying
7. Embedded questions inside the lesson which can corrected instantly or by the teacher later
8. Testing system which could be modified , altered by the teachers at any time to be monitored by the student management system.

Student management system

The student management system is about logging all students behavior inside the schools premises , in order to communicate with parents or internally within the same school

The school management system should be able to log the following informations:

1. Grades
2. Homework/assignments
3. Sick leaves
4. Attendance
5. Notes from teacher
6. Incidents in school (fights ,)
7. Activities schedule
8. School schedule
9. Activities achievements (audio/video log for school play,trips ,tournaments,.....)

School management system

The school management system is a system that engages school management with teacher , parents . It has the following modules :

1. Teachers CV
2. Teachers reviews
3. Financial module to pay school fees
4. School transportation routes and timings
5. School marketing material

The entire package brings complete control for the whole educational stakeholders (students,teachers,parents,school) in their respective domains which only takes the whole concept of education into a completely different level , into the 21st century where the information comes in different types of shapes and volumes , and the delivery of this information is modern ,vibrant ; all of these in a closed ,controlled environment which is monitored and controlled by the parents , teachers and school management.

Money transfer exchange

In a country like Dubai where the majority of the population are foreigners, there is huge business for money transfer/exchange companies where they collect money from one end no transfer to another user , the app here will be a huge breakthrough in the whole process operation functionality where it will simplify the process , detach it from the fixed branches spaces into much wider variety.

The app will bring the following upscale in money exchange operation

- The app availability with both ends have huge amount of interconnection between the sender and receiver of the money
- The app in addition to the smart cards system (which contains high security algorithm similar to the mobile phones pre-paid scratch system) will enable the company to distribute their cards beyond the borders of their offices to gain further clients
- The app will monitor all the history of transactions for the user
- The app will have its own exchange rates display to show the user how much the receiver will receive in local currency
- The app will inform the sender when the receiver received the money
- The app will inform the receiver when the sender have sent the money .

In addition to that have huge potential for marketing purposes

- The app is already present on the users phone , which can be used to show instant offers , promotions ,ads
- The app can show as well the location of the branches near the users in order to collect the money or send the money
- Build a loyalty campaign for all users in order to keep them loyal to the brand and to the service provided .

Facility Management

Facility management app will coordinate the communication and the requests between the tenants inside the building and the facility management.

For example :

- Panic button in case of emergency (fire ,.....) from tenant to management

- Permission to have party from tenant to management
- Pass information about scheduled maintenance from management to tenants
- Pass visitors information to tenants
- Provide extra information about nearby restaurants for food delivery