

# custo



A customer engagement platform  
*provides a multibrand self care app to the customer*

## Engage to Delight



# Do you?

- have your own communication mechanism between you and your sold phone to send any information ( promotional or informational) for yourself or anyone else(who can potentially pay you for it) ?
- want to know your customer(KYC) better in terms of demographics/ preferences/needs and mine this data to get qualified leads for yourself or anyone else?
- have any means to collect some useful data harmlessly (and of'course legally) and use it to further improve your phone or services from other potential interested partners (like telecom companies whose sim is used)

**Make your SOLD phone EARN for you**

**Connect with your customer like no other brand**

**Surprise your customer like no other brand**

# Custo Advantages #1

- Provides the e-Warranty for the phone ( no need to have paper warranty or manual etc printed and kept in the box)
- Customer can find nearest service center from the app
- Customer can raise complaint thru the app
- Customer can see FAQ, troubleshooting tips etc to solve their problem with the phone.
- Provides reward wallet for the user. Customer can be incentivized selectively/or in groups as desired.
- You can reach out to its customers thru push notifications for various Call-To-Actions like
  - Surveys
  - New product launches (cross sell/upsell)
  - Important phone updates
- Third party Advertisements/Surveys



# Custo Advantages #2

- Your customers can recharge their phone thru Custo app.
- Custo platform provides loyalty wallet for the customer. You can reward your customers with
  - Reward points
  - Scratch Cards
  - Coupons
- Be in touch with your customer. Configure Custo platform to send engaging content to your customers at chosen frequency ( like once every day/week etc)
- Ask customers to give feedback/rating on your phone which he has purchased.

# Engineer/Technician App

- If you are giving onsite warranty for your phone or other products then Custo also provides you the Engineer's app ( also called field app).
- The customer's complaint can either be auto assigned or manually assigned to engineer. The engineer having the field app will get the job on his phone with the complaint details including the directions on google map.

# Other Possibilities with Custo

- Use Custo app to collect network parameters like signal strength, SNR, PSC, RSCP etc which is of immense value for telco's to monitor and know their infrastructure performance.
- Build in self checks and diagnostic features in phone to know the phone's performance in real world e.g get real data about the battery performance on the phone's sold. This data is of great value in not just improving current models but also plan new features.
- Custo can also integrate with your CRM software's thru API's or csv based exchange of information as appropriate and preferred.

# How does it work

- Custo app can either be
  - pre-installed in your smartphones
  - Or downloaded from playstore by your customer's( instructions written on the phone's box)
- You will get a Custo's web based admin panel to communicate with your customers.
- If you are giving onsite warranty on your phone, then you can also use Custo Field app to assign tickets and use Custo platform as serviceCRM.

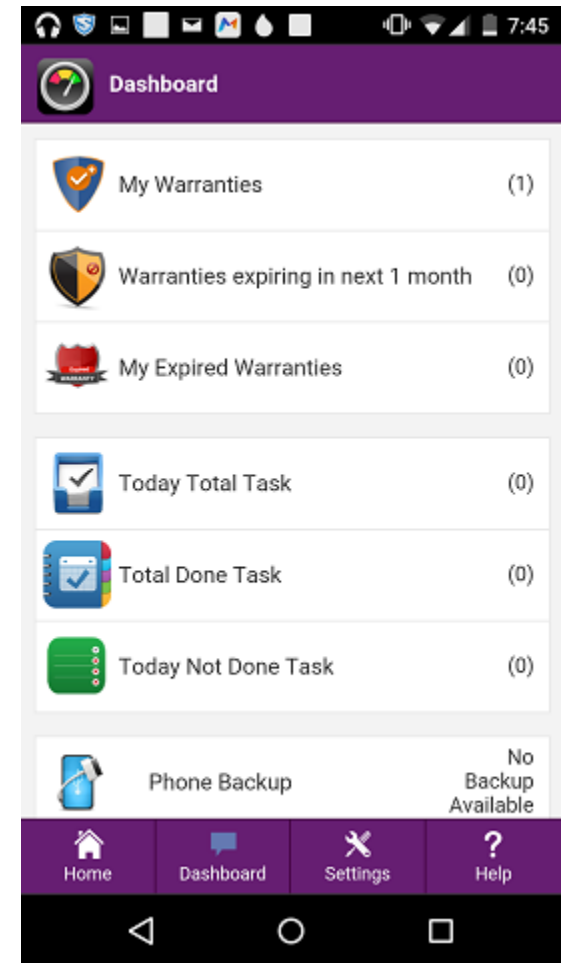
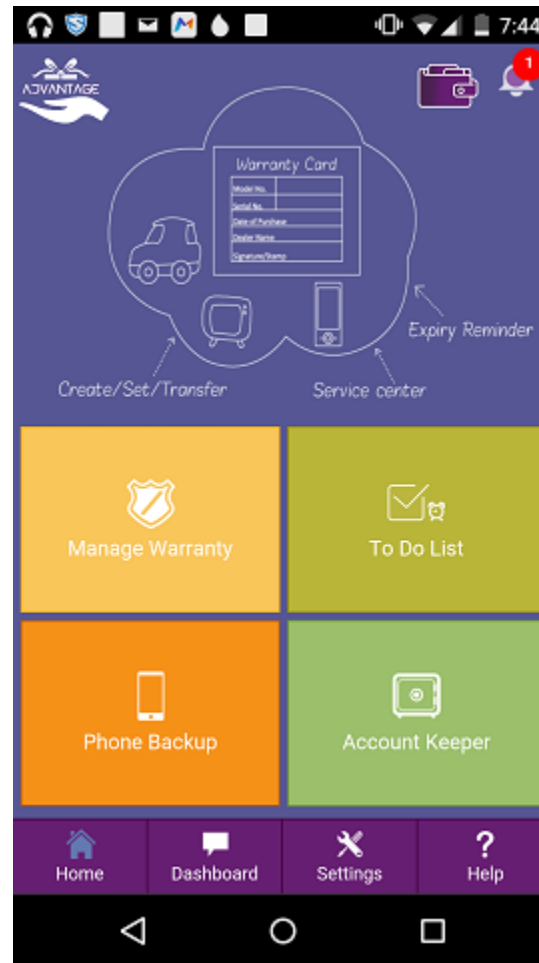
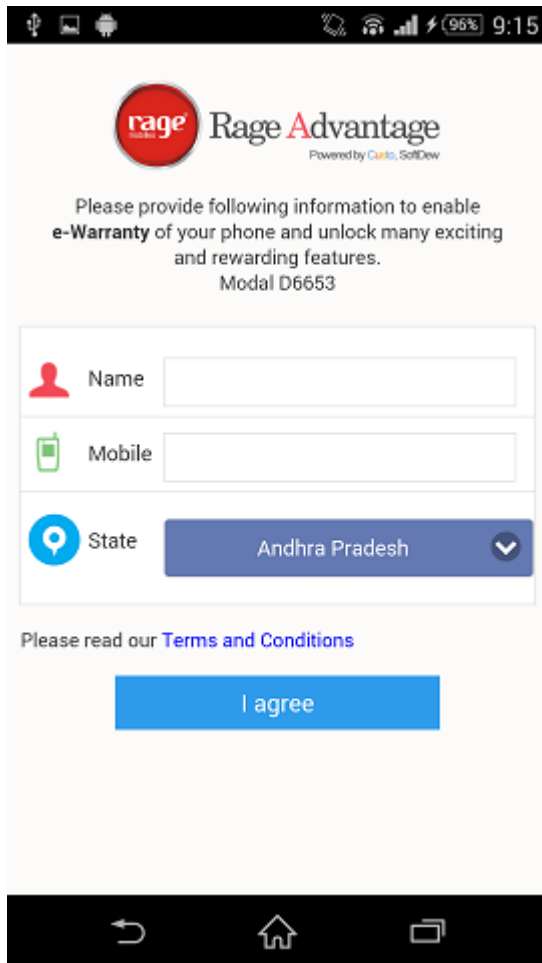


# ROI

S.No.	Save Money	Earn Money	Other Benefits (KPI's)
1.	Printing cost of warranty card and manual etc	Third party advertisements/ surveys (sent as push notification)	Net promoter score (NPS)
2.	CTS, Cost To Serve (After sales care)	Earn commission on recharge done thru the app	Better Customer Effort Score (CES)
3.	On getting surveys done from various website's or professional market research companies	Cross sell/upsell your own products	Maximize Customer's Lifetime value (CLV)
4.	By Collecting self diagnostic data from your phone to solve glitches or plan new product features etc.	eCommerce Microsite	
5.		Revenue from CPI based schemes within app.	
6.		By generating qualified leads	
7.		By Collecting valuable signal data which is critical for telecom operators	
8.		From affiliate marketing	

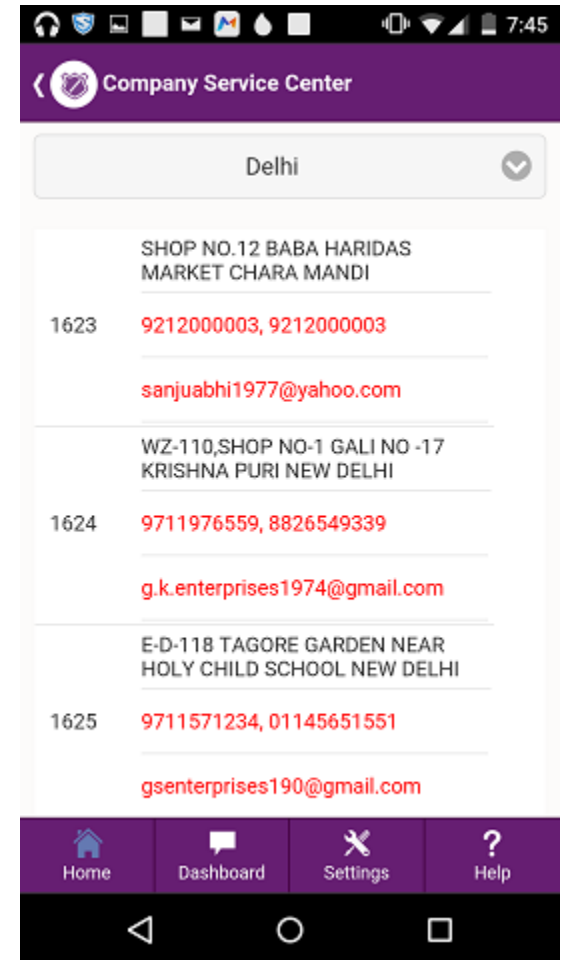
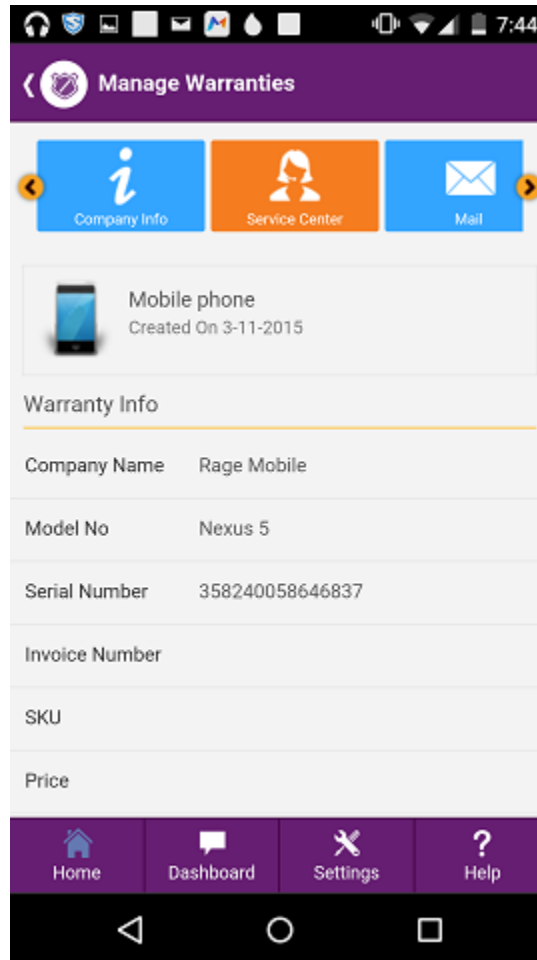
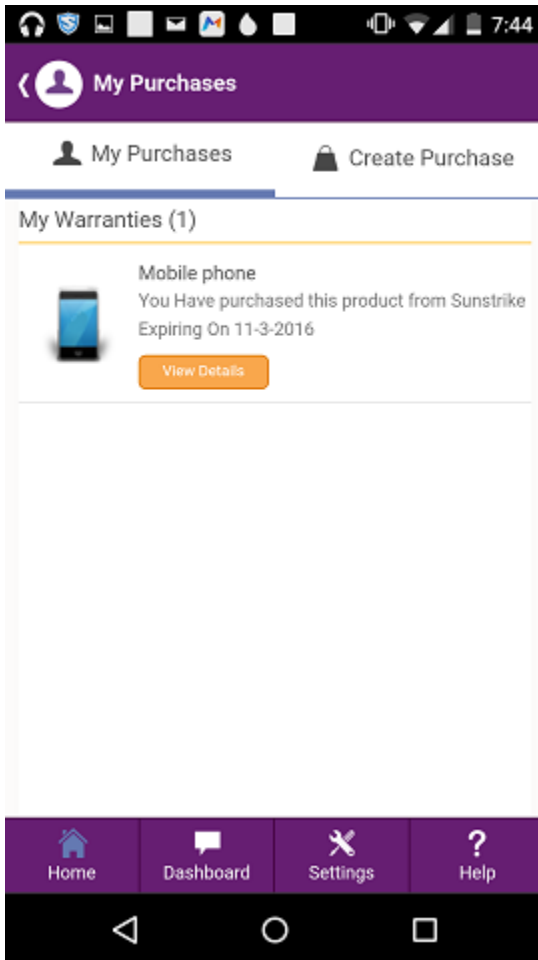


# Custo App – White-labelled for SunStrike ‘rage’ brand Phones



*\* Custo app was pre-installed on SunStrike's smartphones as Rage Advantage*

# E-Warranty



# Reward Wallet

< Rage Advantage ₹ 4910

WALLET RECHARGE

Date	Action	Value (Rs)
11-Mar-15	Recharge(8130214391)	10
11-Mar-15	Recharge Pending(8130214391)	10

< Rage Advantage ₹ 0

WALLET RECHARGE

8512086111

Self  Others

Enter details to recharge

+91-8512086111

Prepaid  Postpaid

Select Operator

₹ Amount

Recharge



# Custo Field App(for Engineer)

