



(Made in India)



What you can do with

Custo

- ✓ Delight your customers with self care app
- ✓ Make your customers more loyal
- ✓ Track and make your field engineers more efficient
- ✓ Make your customers get more customers for you and reward them

**Give your Customers
'Self Care' App**

Why Custo?

- Are you present on customer's smart phone --- THE PRIME real estate in today's time?
- Do you think there is an opportunity to reduce Cost To Serve by optimizing process's e.g. reducing inbound call center calls?
- Do you get satisfactory response in various ad campaigns?
- Are you able to send 'Call to Actions' effectively?
- Do you have field engineers who you want to track and make more efficient?

With Custo, You Can

- ✓ Give warranty and product manual thru Custo's Self-care app
- ✓ Send deals/Offers
- ✓ Get Warranty extension request (if applicable)
- ✓ Get Feedback
- ✓ Know customer's mind thru Surveys
- ✓ Cross sell/UpSell your other products to existing customers
- ✓ Get Customer Complaint thru app
- ✓ Reward your customer thru scratch cards/coupons.
- ✓ Get new customers thru existing Customer referrals

How to get started

- Sign up and get on-board Custo platform.
 - Ask your customers to download Custo app from Playstore.
- There are two ways of adding sold product in Custo App. Either
- your associate like retailer/ISD does it
 - You import this data in Custo thru Excel file or API method
 - Customer adds the purchase himself.

ROI

- ❖ Reduced Cost To Serve (CTS)
- ❖ Improved Net promoter Score (Customer is your brand ambassador)
- ❖ Increased ' Call To Action' responses
- ❖ Delighted Customer with better after sales care

Overall, Custo helps you maximize Customer Life Time value.

