

CUSTO --THE VANGUARD CUSTOMER CONNECT APP FOR ENTERPRISES

CUSTO is an engagement platform that helps Enterprises to maximize the Lifetime Values of their customers by synergizing the TWO facets of the CUSTO app as follows:

The enterprise end of the app that provides customized interfaces addressing ALL the customer centric activities conducted by the enterprise. The App also aims to help enrich the relationship between enterprise and its customer using several marketing support tools such as soliciting of feedback, improvement in addressal of complaints, providing digital IVR , loyalty schemes, rewards against calls-to-actions.

The customer end of the app that is designed as an eco-system that empowers the individual to SELF – manage ALL owned durable household goods. Within a single app the customer can be conjoined with backup support and collaborative platforms for every instance that he chooses. He can manage his product service concerns, product warranties and insurance management, trouble shoot via FAQ's and stay connected with the groups he is associated with. App users would also be linked to a hyper-local network of service providers which would adapt according to their locations of the app carrier



The Pain of the Enterprise Defined

- The future is here --- Customer Retention is more business critical than Customer Acquisition
- The current methods of having either ineffective one way communication with customers or maintaining costly support call centres need a paradigm change
- Custo app ushers in a new focus on customer engagement, customized for both enterprise and the customer, which effect savings in costs as well as effort.

Increasing Customer Lifetime Value with Custo

Reducing CTS (Cost To Serve)	Reducing CES (Customer Effort Score)	Improving NPS (Net Promoter Score)	Higher CTR (Click Thru Rate)
Reduction in number of inbound service related calls	Self care app with e-manuals, warranties and list of service centers	Coupons/ reward wallet/ cash-back	Super easy 'Call to action'
Reduction in printing cost of warranty and manuals	App based service request ticketing	Exchange programs/ Loyalty bonus/ promotions	Conduct Surveys, send new products/ deals
More Warranty/AMC renewals	Warranty renewal reminders	Reviews , refer friend	Cross-sell/UpSell

Terms Explained

Net Promoter Score (NPS) is a tool used to gauge the loyalty of a firm's customer relationships. It serves as an alternative to traditional customer satisfaction research and is correlated with revenue growth.

Clickthrough rate (CTR):

A ratio showing how often people who see your ad end up clicking it. Clickthrough rate (CTR) can be used to gauge how well your keywords and ads are performing.

Customer Effort Score (CES) is a metric to measure **customer** service satisfaction with one single question. The underlying thought is that service organisations create loyal **customers** by reducing **customer effort**.

Cost to Serve (CTS) is a tool to calculate the profitability of a customer account

THE PROPOSITION

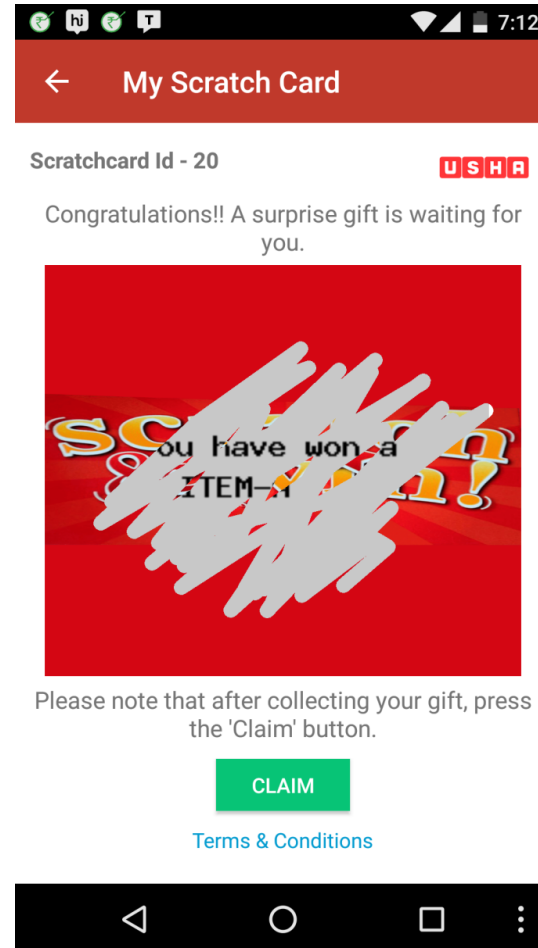
CUSTO PLUG-IN

Our proposition is that we augment the footprint of your existing App in following ways:

- Enriching the Customer experience
 - Introducing a digital IVR interface
 - Surprise your customers with scratch cards
 - Adding a travel experiential content
 - Proactively ask your customers to give feedback/conduct surveys. Make them feel important!!
 - Constructing a Hyper-local market for your customers

CX. Surprise with Scratch Cards

- ✓ Weekly/monthly lottery
- ✓ Surprise your frequent flyers



Digital IVR

By pivoting an inbound call to a digital interaction, Digital IVR allows you to present all your digital assets thru mobile channel. This can dramatically increase the likelihood that your customer will adopt and use your various digital assets to effectively self-service their needs.



Show the flight path for better CX

Your Travel Itinerary

Overview Destination Accomodation

6 Nights | 04/03/2017 To 10/03/2017

Travelling (4)

- Ankit
- Daniya
- Arnav

Your Travel Itinerary

Overview Destinations Accomodation

Delhi

In New Delhi pass by India Gate, the Rashtrapati Bhavan and the Parliament House. Visit the imposing Lakshmi Naryan Temple, see the 12th century Qutab Minar and the mausoleum of emperor Humayun.

Continue to New Delhi; pass by India Gate (memorial to the Indian army soldiers who died in the World War I), the Rashtrapati Bhavan (formerly the viceroy's residence) and the Parliament House.

Highlights Gallery info

Your Travel Itinerary

Overview Destinations Accomodation

- Weather and Climate
- Food and Drinks
- Bank and Currency
- Travel and Transport
- Dress and Clothings
- Electricity and Plug

What is on offer?

- The App would profile those persons who are providers of goods and services and give them a means to locate themselves on the Custo map by GPS coordinates and publish a bulletin board like page announcing the deals/offers being promoted. The main app would connect the rest i.e. "the market" who are within a variable preset limit so that local deals are pushed to them for their consideration.

HELPS CREATE A PAN-INDIA NETWORK OF HYPERLOCAL MARKETPLACES SERVING your FAMILY OF TRAVELLERS

- ANY TRAVELLER, IN ANY PART OF INDIA, HAVING YOUR APP ON HIS SMARTPHONE, WOULD RECEIVE AUTOMATIC UPDATES OF HIS HYPERLOCAL FEED.
- THIS WOULD ENHANCE THE COMMUNITY FEELING AMONGST your TRAVELLERS ---- AN OFF BOARD BOND, IF YOU WILL, WHICH WOULD ENRICH YOUR BRAND VALUE

