

App Features Explained

So the customer has 5 tabs at the bottom of the screen

- ✓ home
- ✓ services
- ✓ special offers
- ✓ gallery
- ✓ booking.

On the home page there are 4 extra buttons

- ✓ information
- ✓ recommend a friend
- ✓ call
- ✓ loyalty scheme.

Information Tab

This tab features your important information that you want customers to be able to access quickly.

Maps - Puts your business on the map. The steering wheel icon turns it into a sat nav and guides customers straight to your door. This is really useful because the app WILL gain you new clients who perhaps don't know where you are.

Phone - one touch to call you

Website - links to your business website (if you have one)

Facebook, Twitter, icons will link to your social media sites (if you have them). This is good because it can help grow your social media presence.

Email - one touch to email, so customers can email you from within their app, making it easier for them to contact you.

Scroll down and we have your **opening hours** for quick reference.

Recommend a friend Tab

Personal recommendation is THE BEST way to promote your business.

How the Share / Recommend functionality works:

1. The user clicks on the "Share" icon and selects "Share with Contacts"
2. Select the person that you want to share the app to via Message, Text, Twitter or Facebook.
3. The message is then sent to the person being referred and they are asked to download the app in order to claim the discount or voucher.
4. Once the app has been downloaded they open the app and open click on the "Input Referral Code" button. The user then enters the referral code that was included in the initial message.
5. Once you have reached the stated number of successful referrals, the voucher is issued.

Note: A successful referral is a referral where the user has downloaded the app, and entered the referral code into the app.

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Because this is on your customers' phone they can INSTANTLY recommend your business to their friends via email, text, Twitter or Facebook.

Recommend via text feature brings up the customers phone book.

They can then select their friends that they want to recommend your business to. It has a pre-written message "download (business name) app for 10% off first visit. When they click send, it sends this text to their selected friends.

Their friends receive the text, they then have had:

- 1) a personal recommendation from their friend via text
- 2) an incentive to use your business (the 10% discount for new clients)
- 3) the app will then be downloaded straight onto their friends' phone! - Their friend can then see your services, prices, directions, request an appointment AND any promotions you send to your customers also goes straight to their friends! Exactly the people you want to target.

You can even set it so that when your current customer has recommended (10, 20...) of their friends the app unlocks a voucher rewarding the current customer for recommending their friends. (voucher would be along the lines of "we'd like to thank you for recommending 10 of your friends, here is a 10% discount of your next visit")

Recommend via Email - works exactly the same way but over email rather than text message.

Recommend via Facebook - posts a download link to their Facebook page saying click here to download (business names) new app, again, 10% off for new clients.

We can also provide you with QR POS. Anyone can scan the QR code and it will download the app straight to their phone. You then have a direct link to everyone who has downloaded the app!

Loyalty Scheme Tab

The app also features a loyalty scheme. We can provide a QR code, which you will keep at reception, or promotional staff can present this to customers after they have made a purchase.

We can within the client administration section set the app to only allow scans of the QR codes, once per day, or multiple times per day. So if it is a restaurant, one would want to set it to once per day only. If it is a pub or bar, and there is a special promotion running, one can set the scan frequency to multiple times per day. Each time a client purchases a drink, for example, they are presented with the QR code which they can then scan. After purchasing 6 drinks, they are then able to claim a prize.

Maybe also allow clients to scan the QR code when a client makes a visit to a salon, spa, barber or car wash, they can "check in", this will open the QR scanner contained within the app. In this example, the clients scan the QR code when the visit the business and purchase any of their services / products.

When they scan the correct QR code they receive "a tick", when they have received 6 ticks (Choose between 3 -20) they are rewarded with a voucher (the voucher can be changed to anything they like via the administration interface).

This is a great way to keep your customers coming back.

Below is an example of a QR code.



QR code (abbreviated from Quick Response Code) is the trademark for a type of matrix barcode (or two-dimensional barcode) first designed for the automotive industry in Japan. A barcode is a machine-readable optical label that contains information about the item to which it is attached.

Services Tab

The services tab is how customers can request an appointment/a table etc. We build this from your services list/price-list. For restaurants this will be their menu, for Spas or Salons it could be services and products.

If a customer wanted to request a cut and a colour. They'd press ladies (it takes them to ladies services), dry cut (click book now). The book now button adds it to their booking request, then if they want to add a colour they simply go back (click back to main services page) then click colourings - full head (click book now). This then adds the request to the bookings tab.

Bookings Tab

The app places customer's requests in the bookings tab.

Then, if they want to request the appointment through the app they click "Request Booking". They enter their name, email address and phone number. They select appointment date. They select the appointment time. And special requests, can be added as well.

When they click Request Booking. You are automatically sent an email.

The email will say the customers' name, phone number, email address, what they are requesting, the date, the time and anything else which the customer has written.

You can check this email against your paper/electronic appointment book, check if you can fit them in. If you can fit them in you click 'confirm' in the email. The customer will then be sent a push message and email confirming the appointment time and date (it also updates in their app). This will ensure that your customers can't forget their appointment as it is always in their pocket, so it will reduce your NO SHOWS.

If you check your appointments and your booked and can't fit them in the app you can send a message back to their phone saying 'please call' or you can write an alternative and send that straight to their phone.

Special Offers Tab

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Any special offer/promotions that you are running you simply type them in on the admin area and as soon as you save it, they appear in everyone's app instantly. This is such a great way to let everyone know about your promotions. Remember, this is not just your current clients, but also all their friends who have been sent the app via the recommend a friend!

You can also add images to the special offers tab, so this will be perfect for pubs, bars, clubs and restaurants where they have promotional offers on each table. You just use the some artwork, and place it within the Offers Tab.

Gallery Tab

There's also a gallery feature, this is a great way to showcase your work. To upload photos to the gallery all you do is add them in the client administration area.

Push Notifications (similar to sms, but you don't pay for it)

You get a username and password were you can log onto your portal. From here you can **push** out special offers, promotions, information to everyone who has downloaded the app! You simply put your promotion/information on our website and click send, it is then pushed out to everyone, instantly. These push messages are UNLIMITED! You can use it as much as you like for no extra charge at all!

Geo Fence (Very cool feature)

With the app back office or client administration area, one is able to set perimeters around certain areas like a city, suburb or business location. When the clients phone moves into the Geo fence zone, the app can automatically send a push notification to the user.

For example: A hair salon is situated within a mall. When the user enters the mall, the app will send a push notification to the user with the following... welcoming them to the mall, inviting them for a coffee, offering then 20% discount on any products, but for today only OR informing the app user that they have 2 openings today, should they have to time to pop in for a quick haircut.

A restaurant can use this feature to welcome their clientele, but maybe also send them the specials for today. Bars / Pubs can do the same with their drinks promotions.

Up to 20 Geo Zones can be setup, so a personal trainer can place some perimeters around fast-food outlets, and when his clients visit these fast food outlets, they get a push notification from their personal trainer, advising that their choice food is not ideal for the goals that they have set etc...

iBeacon (This feature is coming online soon...)

The iBeacon is a physical device about the size of a R5 coin. This hardware is place at the business entrance / exit. When the user leaves the business, they are automatically sent a push notification asking them whether they enjoyed the experience, and if so, to please rate the business on trip adviser, like the business on Facebook, or recommend to friends via social media.

User Statistics

You also get full analytics on our site so you can see exactly how well your app is performing.

Statistics on;

1. Number of Download to date, and in the last 30 days
2. Number of App Opens on a daily basis
3. Number of Calls made from within the app
4. Number of Booking received via the app
5. Number of Referrals made from the app
6. Number of push messages sent via the app
7. Also show the split between IOS and Android users.

***The data is updated at 2am each day**

Client Back Office Training

We provide each client with 11 back office training videos covering the following;

1. App Administration
2. Home Screen
3. Information Tab
4. Menu Tab
5. Offers Functionality
6. Client Loyalty Functionality
7. Gallery Tab
8. Booking Functionality
9. Push Messaging Functionality
10. User Analytics / Statistics
11. Geo Fence