

DESCRIPTION OF THE CHALLENGE

CHALLENGE

Challenge 4.1- Comprehensive management SaaS for customer tracking, payment solutions e inbound marketing

SUMMARY

We are looking for...

Implement the use of a comprehensive SaaS platform for customer management so companies can store, shop, and deploy activities such as:

- customer tracking,
- payment solutions - (easy payment, electronic invoicing)
- and inbound marketing

And that the data obtained can be managed at 3 levels: At stores and shops level, at town or city level and at region level.

HOW COULD WE

Get a solution that is...

1. A loyalty system, (card or app), which allows the merchant to know the uses of the customers and to communicate with the customers to encourage loyalty.
2. With easy payment system that allows data to be dumped into a database of customer activity and product sales.
 - a. Payment without having to go to the cash desk
 - b. Digitalised invoice that allows a total tracking of the buying habits and types of products that the customer buys.
3. Offers a digital Catalogue System,
 - a. That presents products that can be purchased from the catalogue itself.
 - b. Based on previous customer experience, it offers in a personalised way, those products that are related to the behaviour associated with that experience.
 - c. That allows to know the traceability of the purchase behaviour and interaction of the customer that allows the optimised automation of future sales.

REQUIREMENTS

The solution should...

- Be easy to use
- Respect the confidentiality of the data and respect for their ownership by CONFECOMERÇ
- Preferably be a SaaS platform, in which the operation of the platform must include 3 layers of digital management:
 1. Store or shop level – unaggregated data.
 2. Town or city level
 3. Region level

TYPE OF CHALLENGE

P **M** **T** **C** **S** **O**

X

Product – Market – Technology – Chanel – Society – Others