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PHISICAL CUSTOMER SATISFACTION  
METERING APP - FOR FREE



*“Anyone who runs a business,  
needs to know who their  
customers are and how to make  
them happy”*





- 
- Do you run a shop, coffeshop, bistro, rent, warehouse, plumber shop, electronic devices shop, medic center, etc?
  - Are you selling goods **on line**?

**Will you know who your customers are and which are their needs and/or what they think about you, but you think that will cost too much and you doesn't have an idea from where you can start?**



**Now you can do it for free!**



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**satis.me** covers an uncovered niche: measuring customer satisfaction for small and very small businesses

- Can be applied to ANY business and it's **completely free**;
- It can be **absolutely anonymous** for customers who doesn't like to register or let you know who they are.
- Comes with a concrete "starter kit" also free;



# What is?



Company get a totally free starter-kit box, containing

Personal Qr-code display



1-3 Qr-code card



1 Qr-code window sticker



10 Qr-code stickers



Company registration instruction card



Website link with video lessons



# What is?

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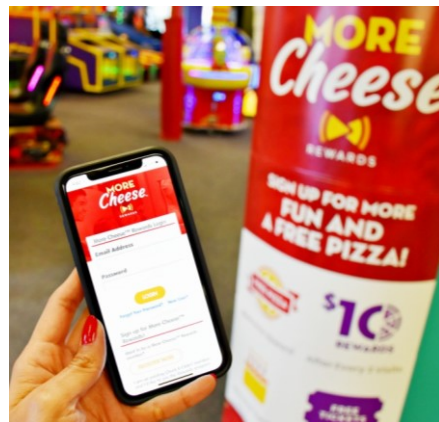
## Each company has a personal QR-Code



It is shown near the cash register or on the tables, or is a window sticker or it is printed or stucked to the delivery bag or a print ticket inside a box, a book, and so on...



# What is?



An advertisement for the UMS Friday Book Club. The top section is orange with the text "TELL US ABOUT YOUR FAVOURITE BOOK AND WIN A CASH PRIZE!". Below this is a yellow section with the text "DO YOU DO YOU READING? JOIN FRIDAY BOOK CLUB". A QR code is located in the bottom left corner. The bottom section is light blue with the text "Alternate Fridays 3-5 PM on Google Meet Scan the QR code to register! Enquiries: Contact Mr. Mark at storey61@ums.edu.my". A red circular badge in the bottom right corner says "Event 12 March 2021". The UMS logo is in the top left corner.

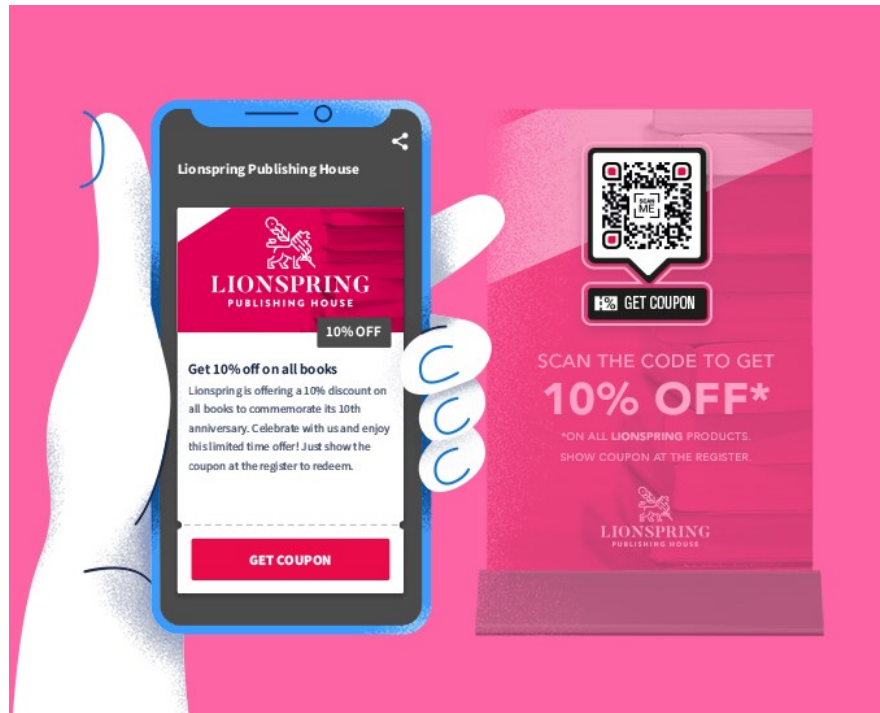
QR-Code can be added to any product or advertising

People knows how to use it and are curious to check what reward can get

# How it works...

# How it works?

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The customer scans the business's QR-Code

Because it has an advantage: a discount, a gift, a giveaway, or simply wants to vote the service.

# How it works?

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OR

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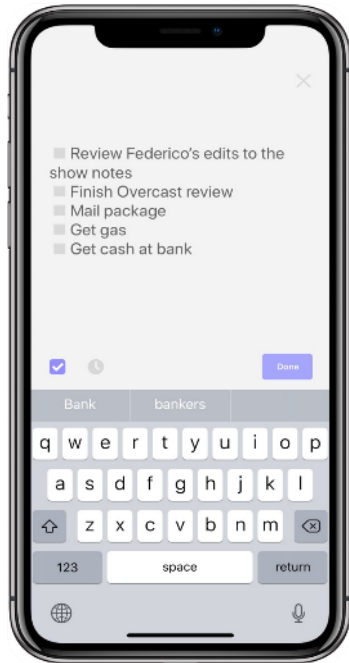


A screen with company data, company info and a method to vote immediately appears: a red, yellow and green traffic light or 5 stars.

**Each company can choose which one they want to be displayed.**

# How it works?

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**Customer are invited to leave an anonymous message**

A few people want to say something but doesn't want to be recognized. Many times that messages are very important.



# How it works?

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**A reward is displayed, but a better reward will be available upon registration**

Each company can configure the amount of the “anonymous” reward and the amount if the customer will register itself.



# How it works?

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The user get the reward and the reward code became «used»



The reward code is a ONE TIME token, can be used for just one reward, then will be burned.

**Then...**

# How it works?

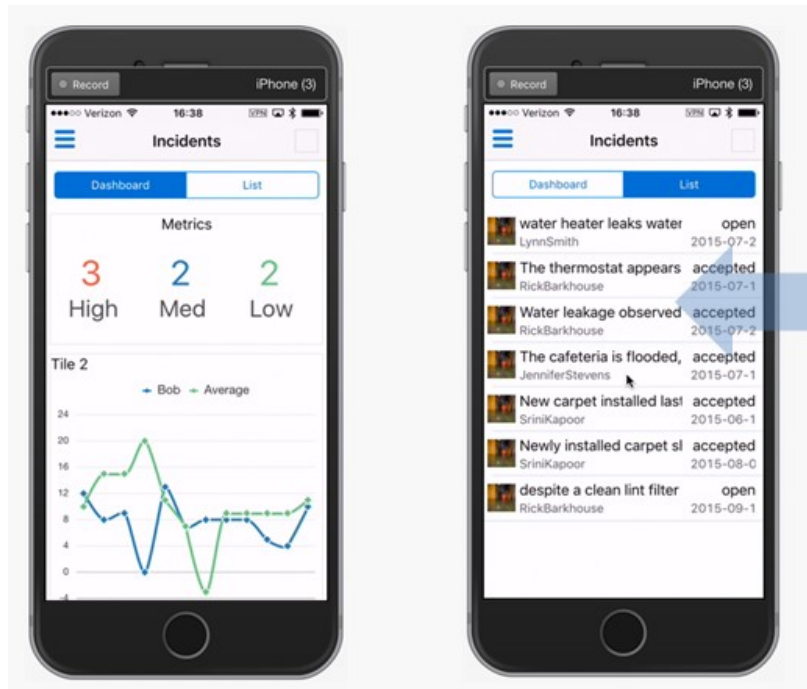
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**At the end of the voting/registering process the company receives an email**

the email will contain the result of the vote and a message from the customer, if he liked to write it, and the user's email address if was registered.

# How it works?



**A monthly summary will be available**

Inside the app, the company can read the results of all month votes and messages



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## How it makes money?

We make money when companies ask for clever services...

# Paid services

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Companies can add a link in the display

It can be the bistro menu link, or the website special offer link, or any other useful link

# Paid services

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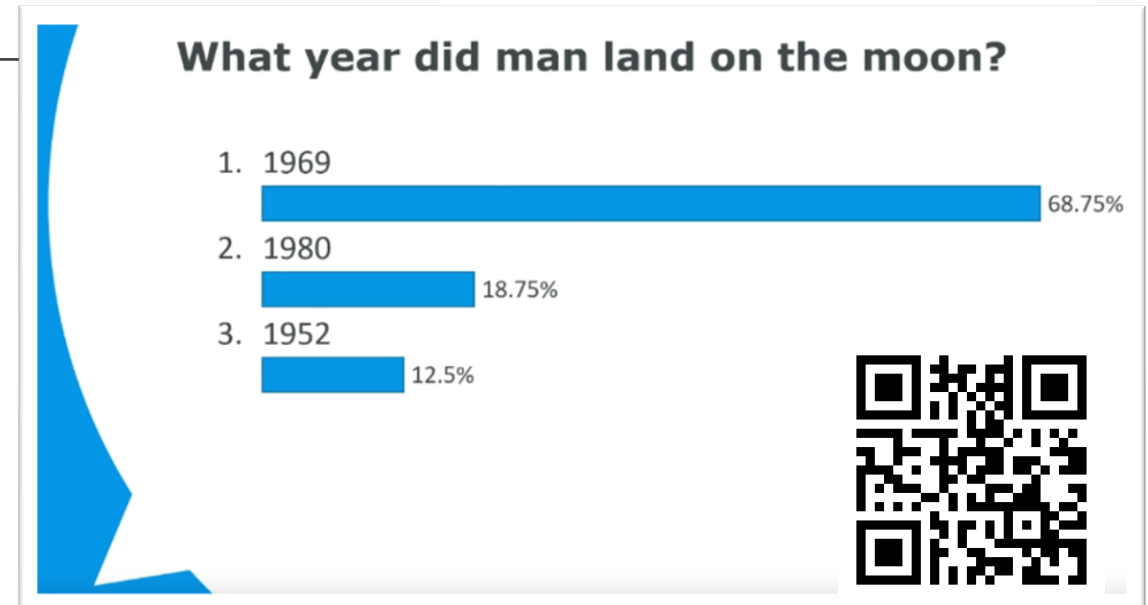
**Companies can ask something to its customers**

If necessary, the company can send a maximum of 3 questions to its customers.



# Paid services

## Immediate polls



What if you can ask to your audience about some questions and display the result immediately on the slide? They doesn't need to install anything, just read qr-code and vote.

# Paid services

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## External CRM integration API

Sometimes bigger companies will ask for external CRM integration, we will ask a fee to use our API and let it get the data



# Paid services

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**Rolls of stickers of personalised Qr-code are available**

When the company needs it, we can provide pre-printed custom code rolls .



# evolution

# Paid services

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## Customers loyalty card-app?

Yes, in the near future it can be one of the paid app collateral services



# Paid services

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## Customer loyalty card app

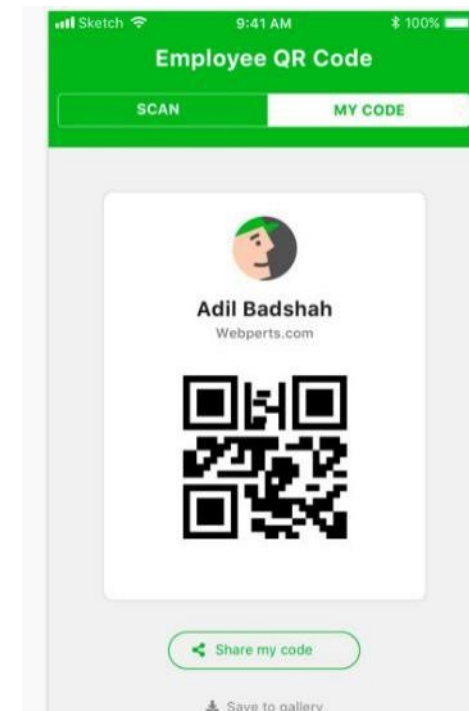
Companies wishing to have a customer loyalty card have high production costs. With this tool they reduce them to a fraction and even small businesses can have their own

# How the customer card-app works?

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**When a customer buys, he show their personal qr-code**

The seller reads the qr-code and loads the purchase value into the customer's virtual "card"



# How the customer card-app works?

REWARD POINTS	REWARD	
<b>50 POINTS</b> (\$50)	YOUR CHOICE OF:	15 Minutes of Play Time
		One Order of Unicorn Churros
		500 E-Tickets
<b>100 POINTS</b> (\$100)	YOUR CHOICE OF:	30 Minutes of Play Time
		One Personal 1 Topping Pizza
		1000 E-Tickets
<b>200 POINTS</b> (\$200)	YOUR CHOICE OF:	60 Minutes of Play Time
		One Large 1 Topping Pizza
		2000 E-Tickets

When the total of the customer's expense value is reached in the customer's card, a discount or gift will be generated by the seller.

Each company must set the limits and the gifts/giveaways OR **setup a shared reward strategy**

# How the customer card-app works?

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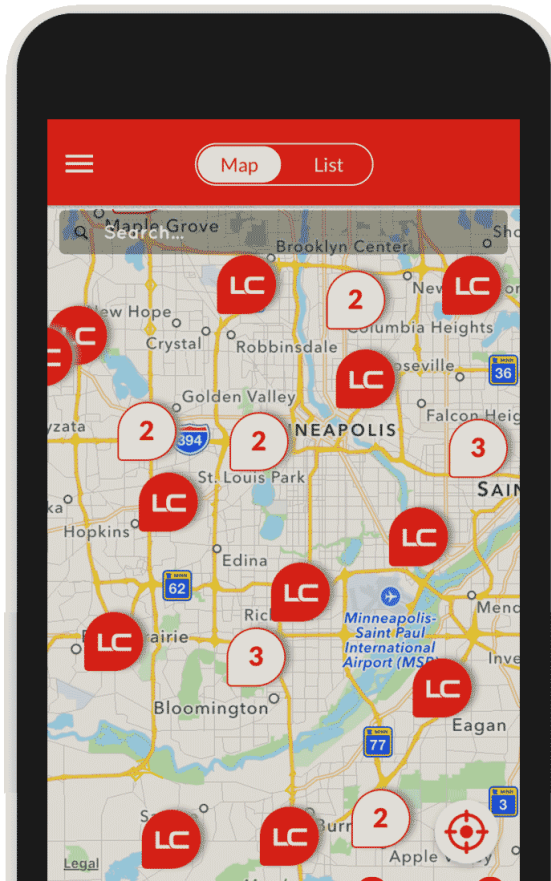
## The company can also notify their customers

Have a special sale? Something that can be discounted? Want to notify your customers? The customer card app enables the company to do it!



# How the customer card-app works?

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## Can drive customers to shops

You want your customer knows where you are OR where they can find your products in shops.

# How the customer card-app works?

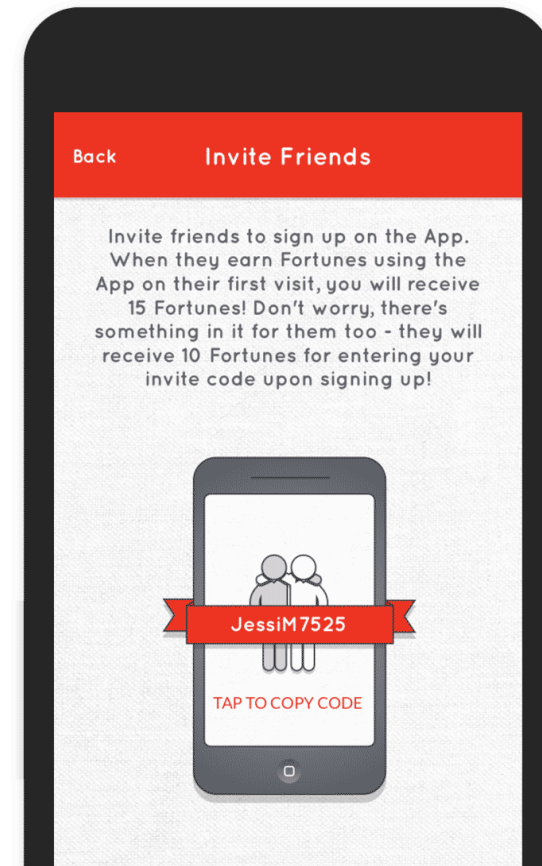
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*Invite friends to sign up using your referral code, and when they earn Fortunes using the App on their first visit, you will receive 15 Fortunes! They get an extra 10 Fortunes when they use your code upon signing up too! Invite everyone and boost your Fortunes!*

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## Refer friends

The best marketing strategy made simple...





TO DO



**21/07 *done***

**Project analysis**

**21-23/07 *ongoing***

**Website**

**02/08-27/08**

**Starting kit**

**22-24/07 *done***

**Dev team choose**

**packaging**

**23-24/07 *done***

**Def logotype**

**08/08-27/08**

**Instructions**

**26/07-06/08**

**Development**

**card + web/video**

**GOAL**

**30/08**

**First installation**



## Technical duties

What developers need to do...



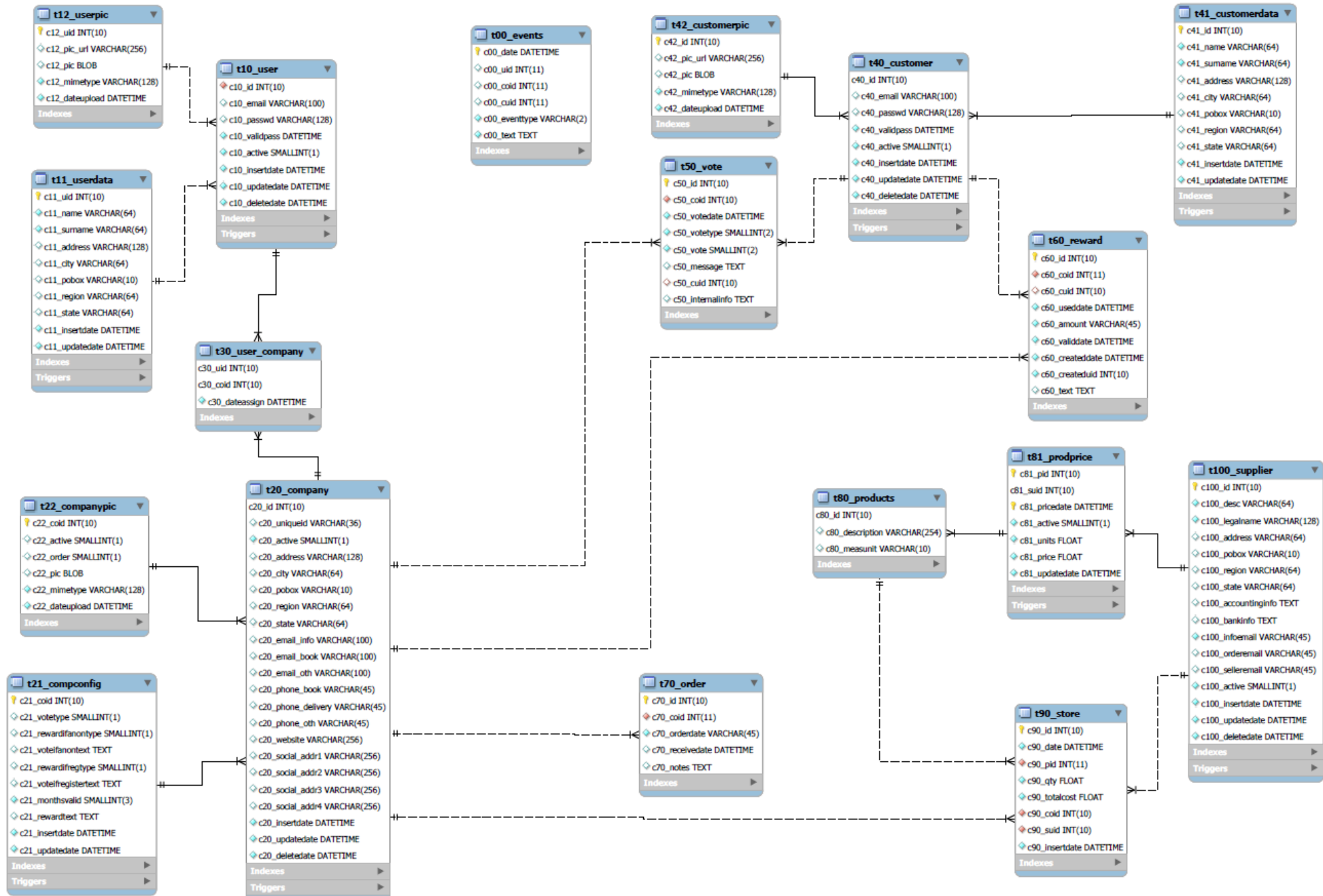
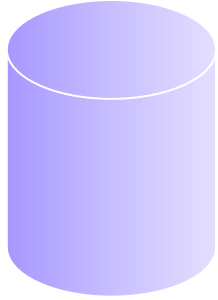
# DATABASE

**Contains the data of customers, awards, companies, shops, warehouse, messaging ...**

- It is a real relational database
- **Can be distributed by servers like AWS**
- **Can handle all the data in one container**

# Database design

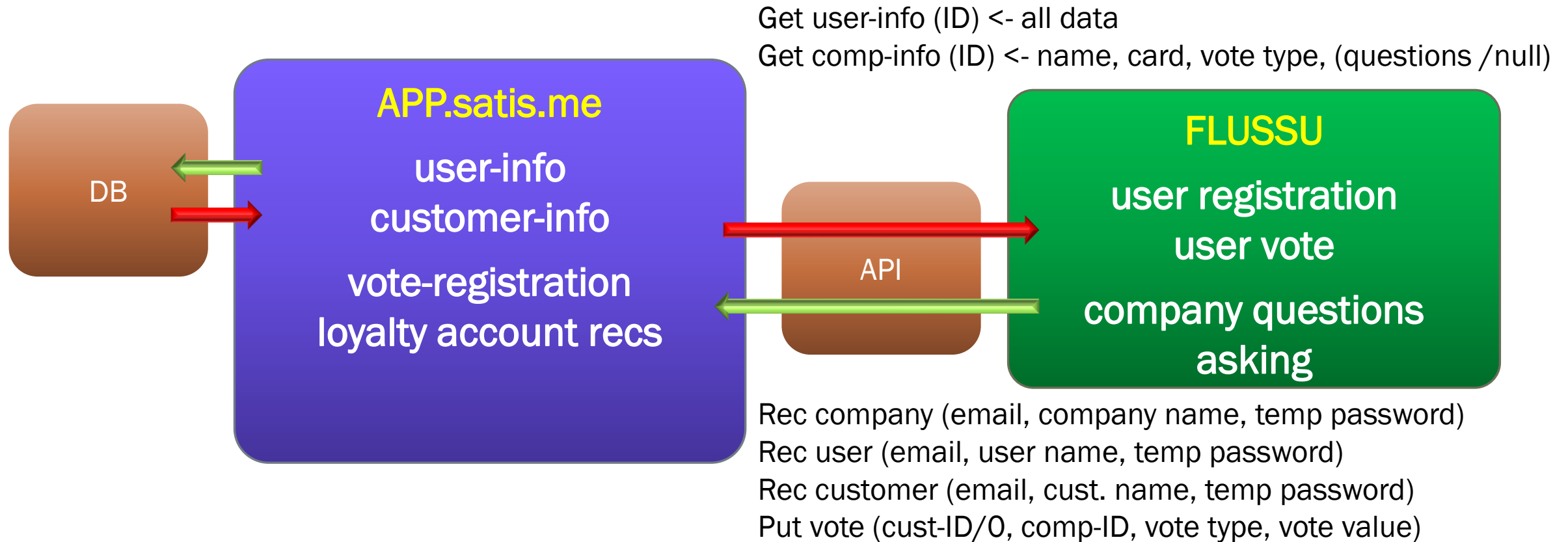
v1.0





FUNCTIONAL

# - functional



### **APP.satis.me – functional web pages**

- User login + user data editing + company data editing
- Customer login + customer data editing
- company-card editing ( $\geq 1$  per user)
- company questions editing
- company votes data display
- company question's answers display
- customer's votes graphic display for companies
- customer's own votes display

# TECHNOLOGIES

# - technologies

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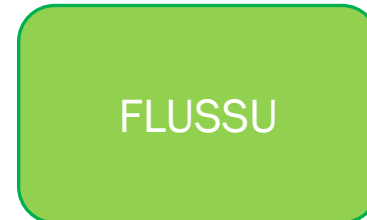
Framework/lang



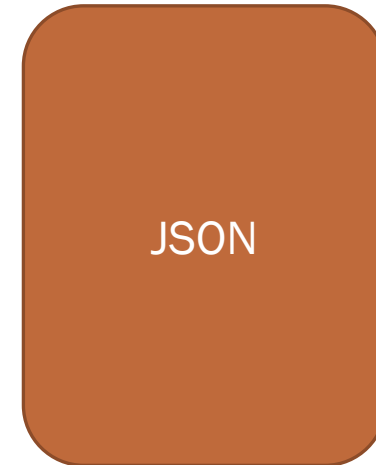
Database



Frontend



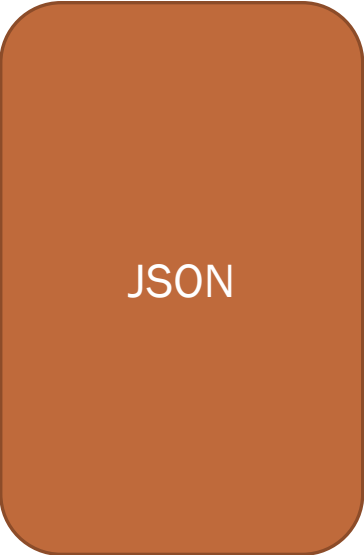
API



Loyalty account app



API



**FUTURE LOYALTY APP**



# TIME & MATERIAL

# - TIME & material

satis.me							rounded/ days
element	depends on	description	technology	time/hours	tot	who	
<b>WS</b>		<b>Website design</b>			<b>64</b>	AP	<b>8,5</b>
		logo	bootstrap	16			
		contents	bootstrap	48			
<b>DB</b>		<b>Database:</b>	<b>MariaDb</b>		<b>3,5</b>	AP	<b>2</b>
		User		0,5			
		Company		0,5			
		Companies-to-User		0,5			
		Vote		0,5			
		Customer		0,5			
		Log		0,5			
		Issues		0,5			
<b>RS.1</b>		<b>User registration</b>			<b>4</b>	AP	<b>1</b>
		Flussu workflow	Flussu	2			
RS.1.API	DB	API to register new user	JSON	2			

**ASSIGNED**

# - TIME & material

satis.me							rounded/ days
element	depends on	description	technology	time/hours	tot	who	
<b>FE.1</b>	<b>DB</b>	<b>User data panel</b>	<b>Bootstrap</b>		<b>22</b>		<b>3</b>
		user data editing			4		
		user photo editing			8		
		user password change			2		
	FE.2	assign company ownership/add company/remove company			8		
<b>FE.2</b>	<b>DB</b>	<b>Company data panel</b>	<b>Bootstrap</b>		<b>16</b>		<b>2,5</b>
		company data editing			4		
		company photo editing			12		
<b>FE.3</b>	<b>FE.1+.2</b>	<b>Company vote/questions setting</b>	<b>Bootstrap</b>		<b>9</b>		<b>1,5</b>
		company vote settings			1		
		company "kind of reward" form			4		
		company question settings			4		

# - TIME & material

satis.me							rounded/ days
element	depends on	description	technology	time/hours	tot	who	
<b>FED.1</b>	<b>DB</b>	<b>Company Dashboard</b>	<b>Bootstrap</b>		<b>13</b>		<b>2</b>
FED.1.Q1		database queries for FED.1a	Sql		1		
FED.1a	FED.1.Q1	votes graphics (daily/monthly)	chart.js		4		
FED.1.Q2		database queries for FED.1b	Sql		1		
FED.1b	FED.1.Q2	votes results graphic (daily/monthly)	chart.js		4		
FED.1.Q3		database queries for FED.1c	Sql		1		
FED.1c	FED.1.Q3	Messages list (paged datatable)			2		

# - TIME & material

satis.me							rounded/ days
element	depends on	description	technology	time/hours	tot	who	
<b>BE.1</b>	<b>DB</b>	<b>Backend</b>	<b>Bootstrap</b>		<b>32,5</b>		<b>4,5</b>
BE.1a		User list (paged datatable)			1		
BE.1b		Company list (paged datatable)			1		
BE.1c	BE.1b	user detail + activate/deactivate user (button on table)			0,5		
BE.1d		company detail + assign to user/delete (form)			6		
BE.1e		company workdata detail (votes, total, messages) (form)			8		
BE.1f		User/Company mailing list - this will be a datatable with filters (city, votes number, total votes, total messages, etc) and each row can be selected. At the bottom will be a space for editing an email to send, in one shot, to all the selected companies	email(?)		16		

# - TIME & material

satis.me							rounded/ days
element	depends on	description	technology	time/hours	tot	who	
<b>RV.1</b>		<b>Customer vote</b>			<b>7</b>	AP	<b>1</b>
		Flussu workflow	Flussu	2			
RV.1.API1	DB+FE.3	API to get voting data (vote type) <-- company id	JSON	2			
RV.1.API2	DB	API to register new vote	JSON	3			
<b>RV.2</b>		<b>Immediate poll display</b>			<b>34</b>	AP	<b>4,5</b>
		WebPage	Html/css/js	8			
RV.2a		autoupdate script	Javascript	24			
RV.2b	RV.1	API to get immediate results	JSON	2			

**ASSIGNED**

# - **TIME** & material

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			days tot	<b>30,5</b>
			(Issues)	<b>7</b>
			Total	<b>37,5</b>
Assigned	<b>21</b>	Unassigned		<b>16,5</b>



# TIME & MATERIAL

-

developers

## The development costs:

- server (12m) € 480,00
  - website € 500,00
  - database € 400,00
  - software € 5.000,00
- TOTAL € 6.380,00+Vat



## The box costs (100 units):

- the carton box itself € 2,45
  - plastic display € 1,60
  - printed cards € 0,40
  - window stickers +  
QrCodes stickers stripe € 3,20
- TOTAL € 7,65+Vat



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## startup costs

### Startup costs :

- development € 6.380,00
  - 100 boxes € 765,00
  - Distribution  
€10 x customer € 1.000,00
- TOTAL € 8.145,00+Vat**



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# annual costs

## Montly costs (from 2022):

- debug/upgrade/mantain monthly € 200,00
- **server**  
€ 480,00 yearly= € 40,00
- **x500** customers  
yearly € 8.825 = € 736,00

TOTAL monthly € 976,00+vat

Yearly estimated costs €11.712,00+vat

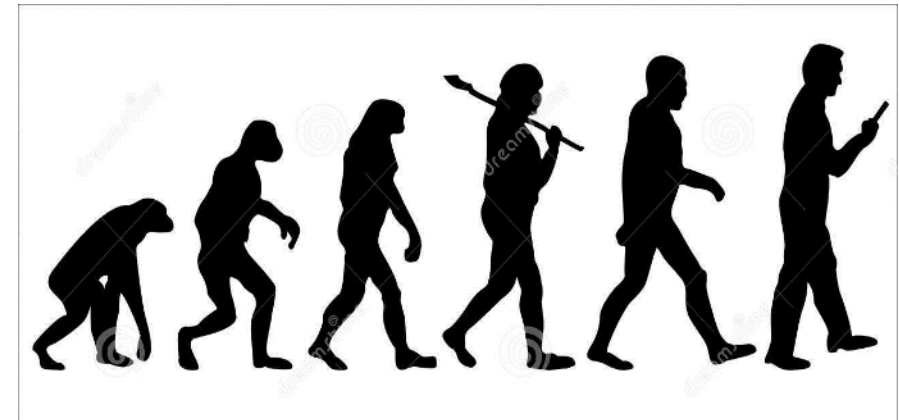


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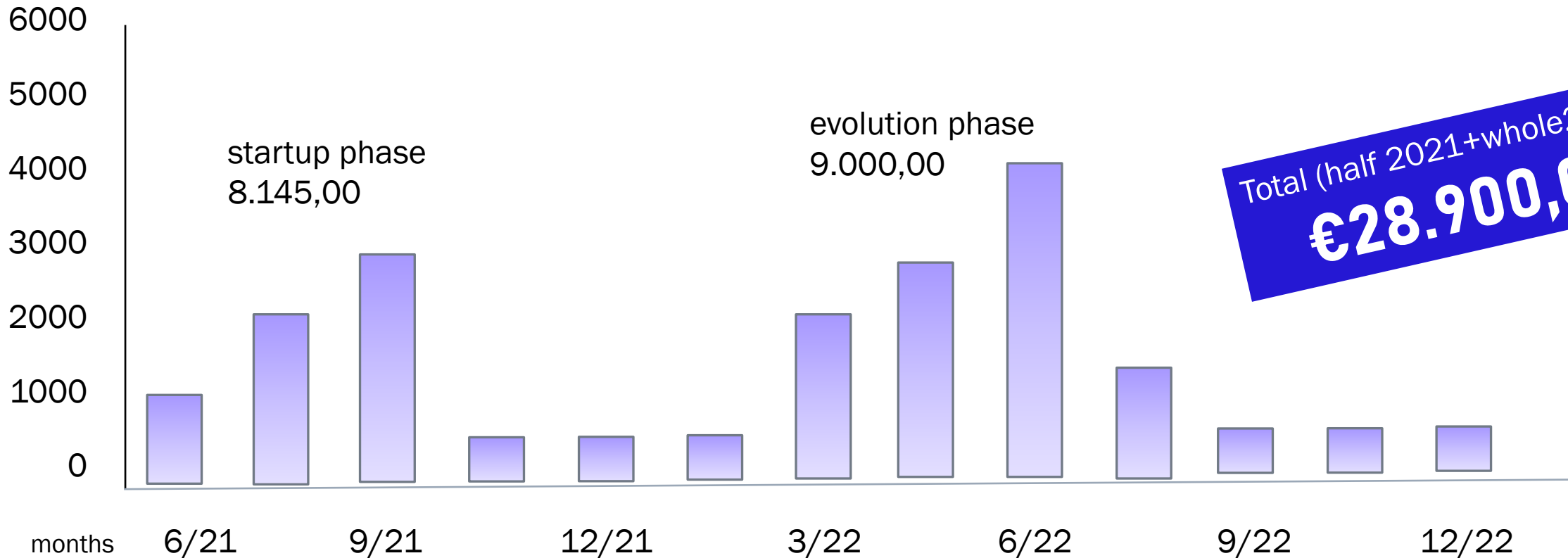
## Evolution costs (mid 2022):

- loyal card app  
iOs/Android € 6.000,00
- **evolution development**  
(estimated 20 days) € 3.000,00

TOTAL app € 9.000,00+Vat



# - total expenses



what we are looking for?

**PARTNERS** and/or **LENDERS**



partners

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## Buy kits and distributes it to shops

- They can have their logo in the box, and in the stickers
- Can have a link on the “voting” page
- Have a section on the “satis.me” website of (max) 3 pages
- **Receive montly statistics about their direct clients**

## Finance the production costs

Get a percentage on capital (up to 49) over the “loyalty-card service” company (will found together in 2022), at the following rate:

- €15.000= **6%** (75%,25% )\*
- €30.000=**13%** (40%,30%,30% )\*
- €60.000=**28%** (6 equal steps)\*
- €90.000=**45%** (9 equal steps)\*

**€100.000=49%!!!**  
(in 12 months)\*

\* % of the amount due in advance and steps of one month

# THANK YOU!

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[www.satis.me](http://www.satis.me)



[www.flussu.com](http://www.flussu.com)



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