myperfect.app
Your brand - your APP

AI

BENEFITS FOR SMES

myperfect.app is a versatile, AI-powered digital platform for targeted communication, information and interaction between businesses and their audiences – available both as an app or as a web-based solution without requiring any download.
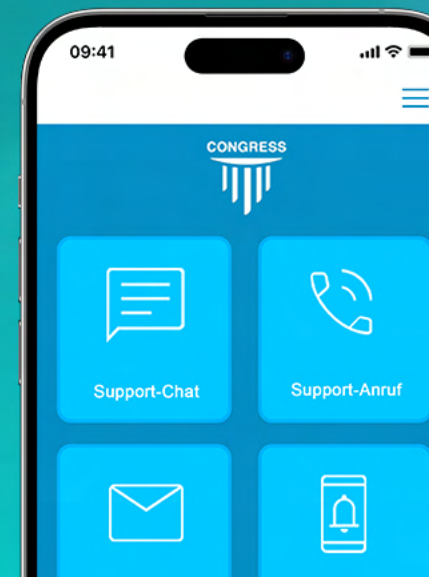
TABLE OF CONTENTS:

SME SITUATION

- SMES NEED MORE **SALES & REVENUE** - AND MORE VISIBILITY

- CUSTOMER EXPECTATIONS ARE RISING: **CUSTOMERS EXPECT DIGITAL ACCESSIBILITY**

- SMES NEED SOLUTIONS TO REACH **MORE CUSTOMERS WITH LITTLE EFFORT** AND TO ACTIVATE EXISTING CUSTOMERS

- DIGITALIZATION IS NO LONGER AN OPTION - IT IS THE **BASIS FOR COMPETITIVENESS**

- MANY SMES WANT TO COMMUNICATE WITH THEIR CUSTOMERS AT SHORT NOTICE - NECESSARY TOOLS ARE MISSING

- SKILLS SHORTAGE & TIME PRESSURE: SMES HAVE NEITHER IT DEPARTMENTS NOR FREE CAPACITY FOR COMPLEX DIGITAL PROJECTS

- SMES ARE UNDER **DIGITALIZATION PRESSURE** – BUT OFTEN LACK TIME, BUDGET AND IT EXPERTISE

- WEBSITE, FACEBOOK AND WHATSAPP ARE USED AS **UNSUITABLE** MEANS OF COMMUNICATION

SMES NEED AN ECONOMICALLY VIABLE, EASILY COMMUNICABLE AND STRATEGICALLY STRONG TOOL THAT **DEEPENS CUSTOMER RELATIONSHIPS AND OPENS UP NEW BUSINESS OPPORTUNITIES**

FEATURES OF myperfect.app
(Details pages 6 to 20)

✓ myperfect.app IS A READY-TO-USE TOOL WITH NO SETUP OR TRAINING HURDLES

✓ NO IT STAFF REQUIRED – EVERYTHING IS **PRECONFIGURED, MAINTENANCE-FREE AND INTUITIVE**

✓ myperfect.app OFFERS **TARGETED, DIRECT COMMUNICATION** (PUSH, CHAT, NEWSFEED)

✓ PROFILING TOOLS, SURVEYS & FEEDBACK FUNCTIONS STRENGTHEN THE CUSTOMER RELATIONSHIP

✓ myperfect.app IS **READY FOR USE WITHIN HOURS**

✓ APP AS A COMMUNICATION TOOL ON THE SMARTPHONES OF SME CUSTOMERS

✓ OR WEB APP EASY TO USE VIA WEB LINK OR QR CODE - NO DOWNLOAD

myperfect.app IS THE **EASIEST AND FASTEST WAY** FOR SMES TO REMAIN DIGITALLY VISIBLE, CUSTOMER-ORIENTED AND COMPETITIVE - WITHOUT DEPENDENCE ON THIRD-PARTY PLATFORMS AND WITHOUT TECHNICAL HURDLES.

ADVANTAGES FOR SMES THROUGH QR-BASED WEB APP PAGES

- ✓ NO APP DOWNLOAD NECESSARY - **IMMEDIATE ACCESS** VIA SCAN

- ✓ MOBILE USER EXPERIENCE - WITHOUT APP STORES (CONTENT IN APP DESIGN)

- ✓ **OWN QR CODES PER PROMOTION**, OFFER, EVENT OR INFORMATION

- ✓ IDEAL FOR FLYERS, SHOP WINDOWS, PRODUCT PACKAGING, EVENTS, INVOICES

- ✓ QR CODE CAN BE DISTRIBUTED BY EMAIL, SOCIAL MEDIA, PRINT OR ON SITE

- ✓ **EACH QR CODE LEADS TO INTERACTIVE CONTENT:** E.G. FEEDBACK, SURVEYS, CHAT, BOOKING

- ✓ CONTENT BEHIND THE QR CODE CAN BE CUSTOMIZED AT ANY TIME WITHOUT REPRINTING
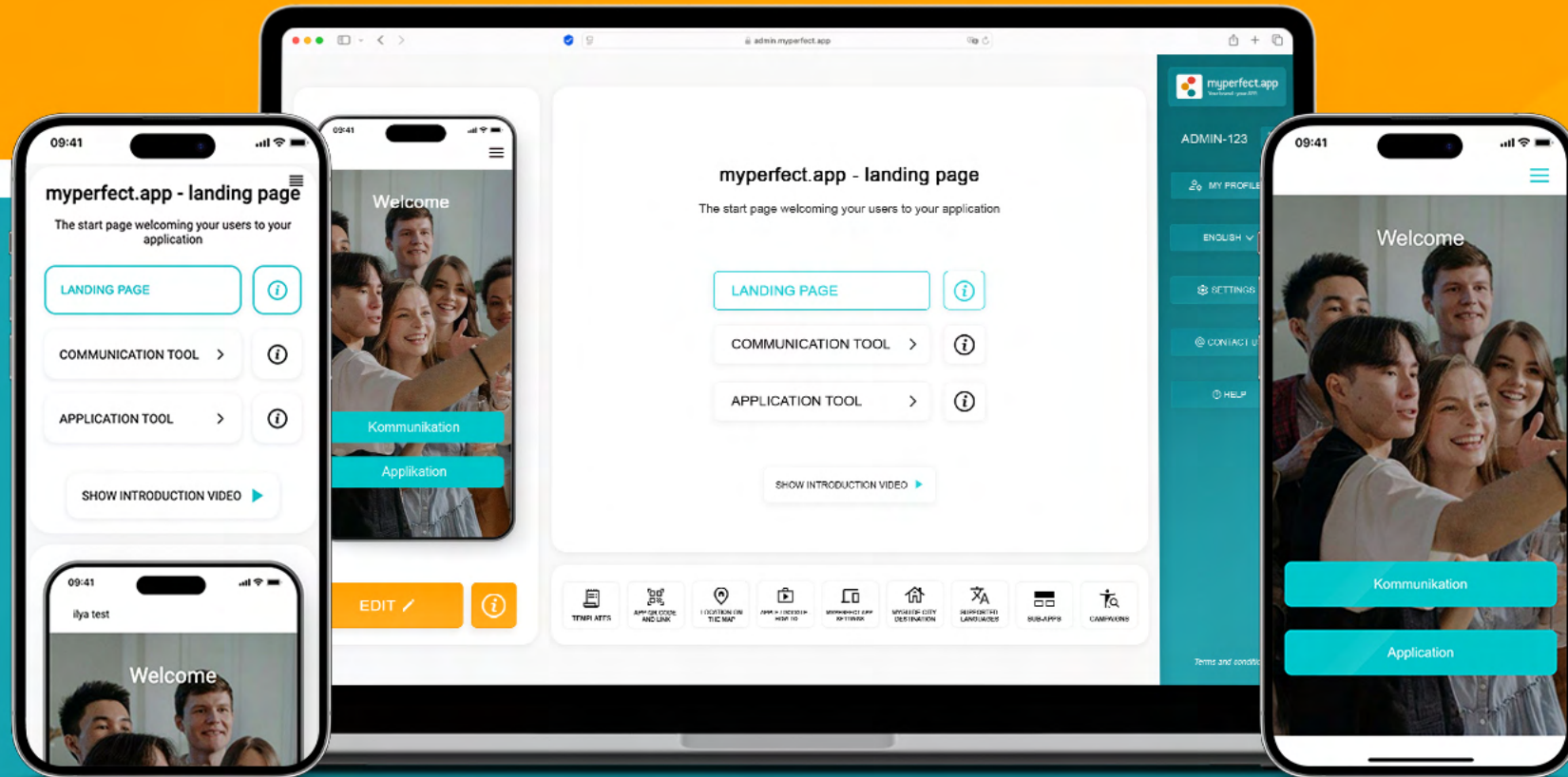

Room rental

-Inspiration-

Moderner Komfort, Gemütlichkeit und Stil hier ist jeder Moment etwas Besonderes

Buchen Sie

AA 🔒 webapp.myperfect.app ↻

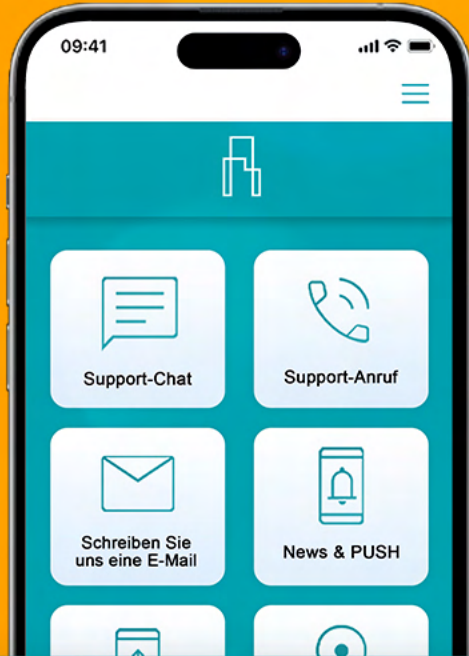SCAN THE QR CODE AND ACCESS THE APP WITHOUT INSTALLATION!

IF EACH RESULT OR TARGET PAGE OF **myperfect.app** CAN BE ACCESSED VIA ITS **OWN QR CODE** AS A **WEB APP IN SMARTPHONE FORMAT** (WITHOUT DOWNLOADING), SMES GAIN DECISIVE **PRACTICAL, ECONOMIC AND STRATEGIC ADVANTAGES**

5

SYSTEM OVERVIEW

myperfect.app is a modular system that provides companies with a central platform for digital interaction with their customers. It combines features across communication, information provision, marketing, customer service and process support. Its ease of use makes it suitable even for non-technical users.
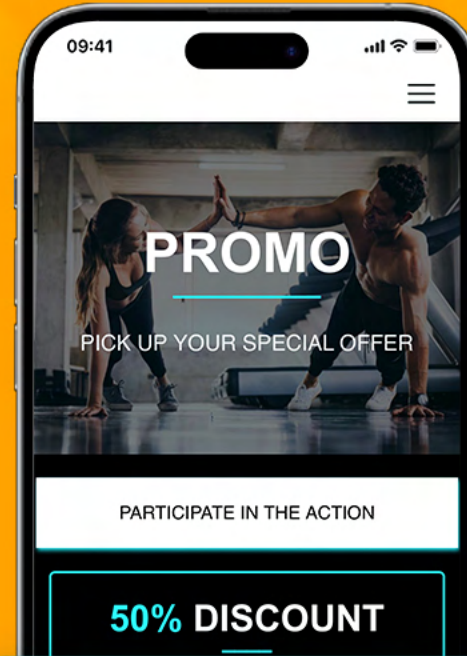
THE FOUR CORE FUNCTIONS

1
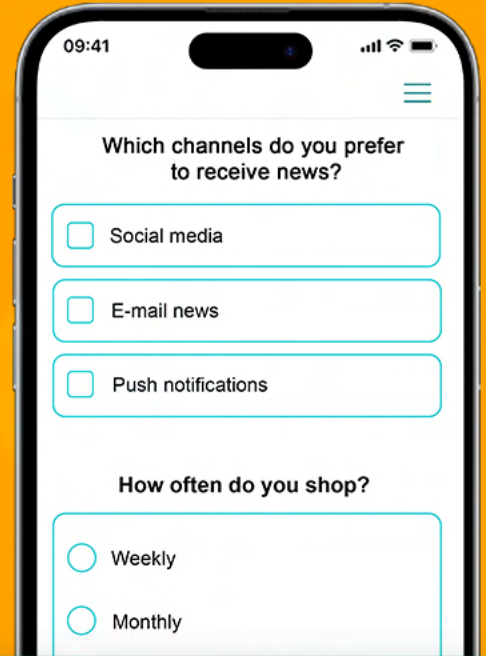## COMMUNICATION
(E.G., CHAT, PUSH NOTIFICATIONS, AUTO-REPLY)

2
APPLICATION
(THE DIGITAL STOREFRONT)

3
PRESENTATION & INFORMATION
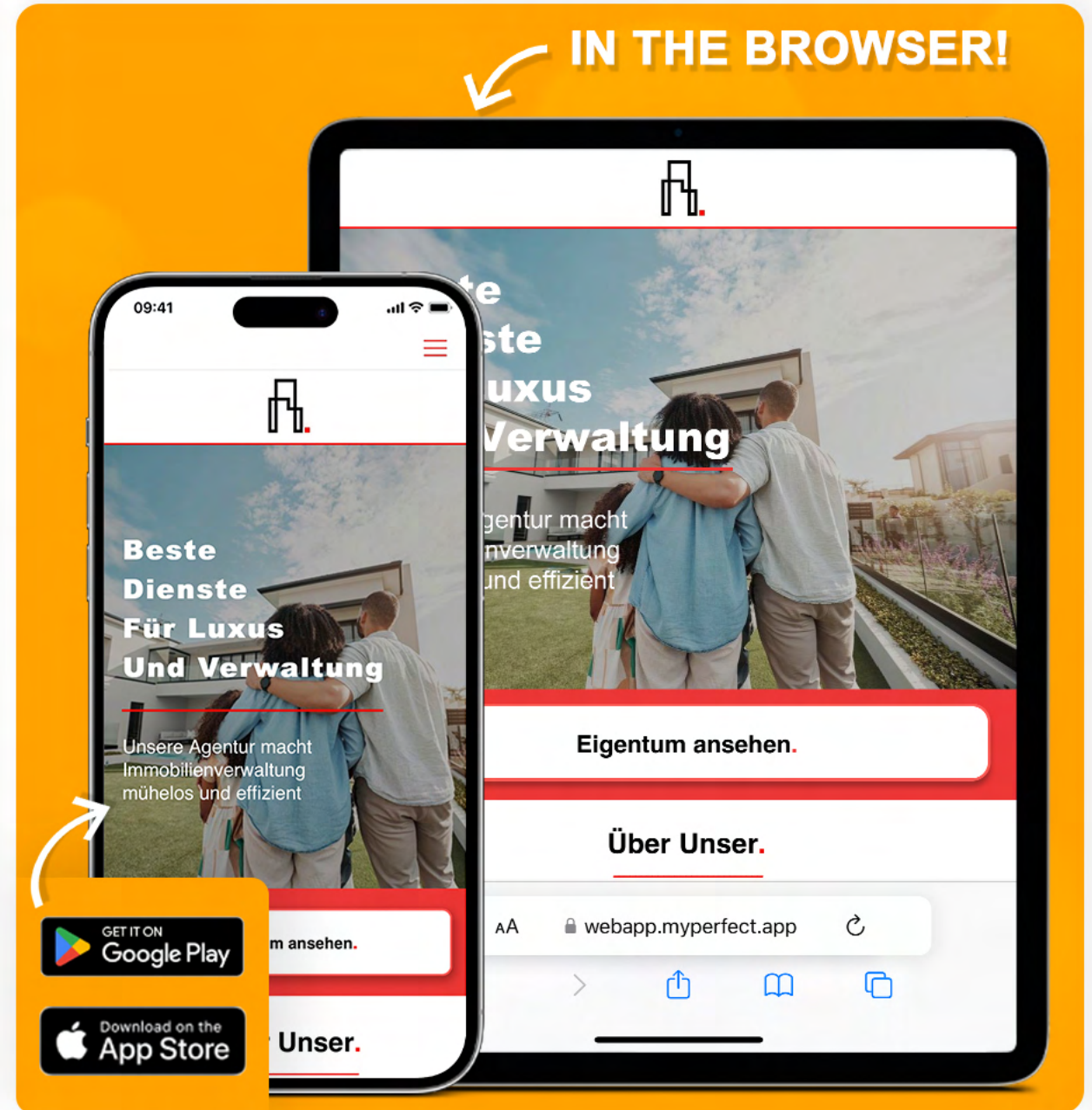(E.G., PAGES, BANNERS, DOCUMENTS)
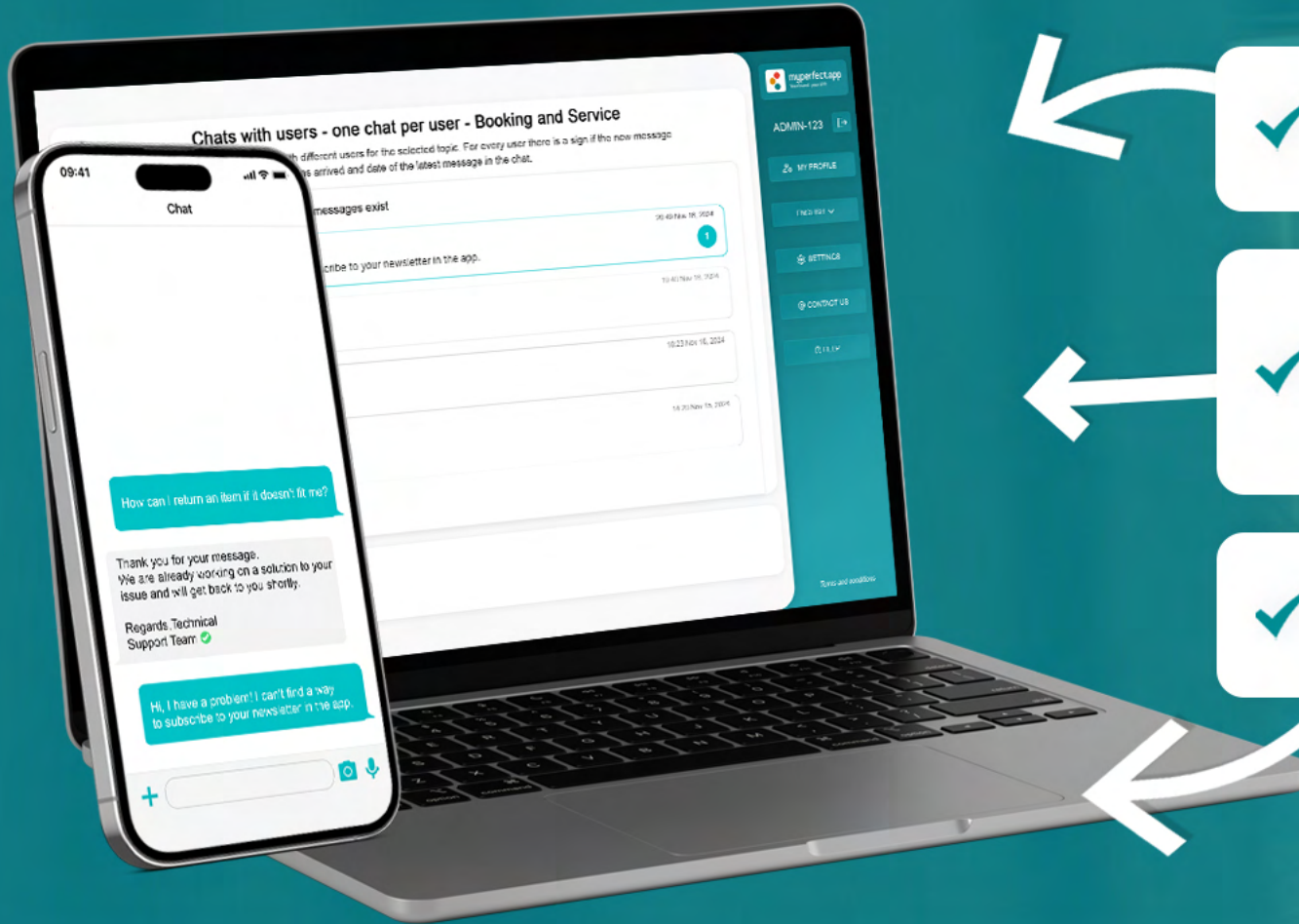
4
INTERACTION
(E.G., FORMS, SURVEYS, FEEDBACK TOOLS)

PLATFORM ACCESS & USE

✓ TWO ACCESS OPTIONS: NATIVE APP (IOS & ANDROID) OR WEB APP (NO INSTALLATION REQUIRED)

✓ ACCESS VIA QR CODE OR DIRECT LINK

✓ CAN BE USED ALONGSIDE EXISTING APPS OR SYSTEMS

✓ DISTRIBUTION VIA PRINT MATERIALS, WEBSITES, NEWSLETTERS OR SOCIAL MEDIA

IN THE BROWSER!

GET IT ON Google Play

Download on the App Store

Beste Dienste Für Luxus Und Verwaltung

Unsere Agentur macht Immobilienverwaltung mühelos und effizient

Eigentum ansehen.

Über Unser.

webapp.myperfect.app
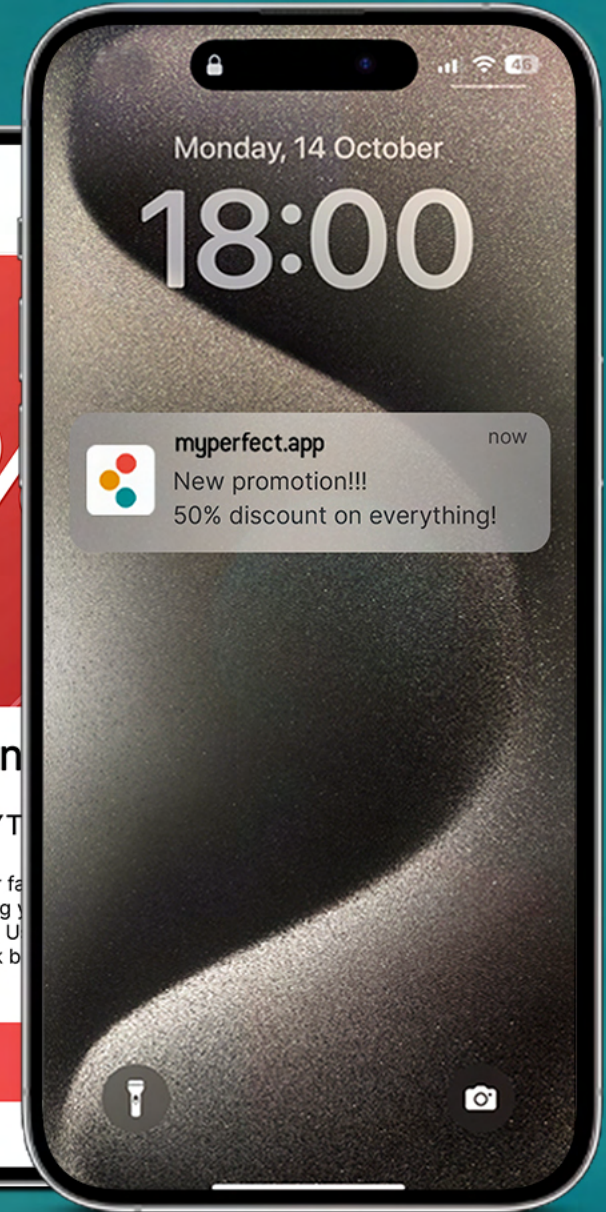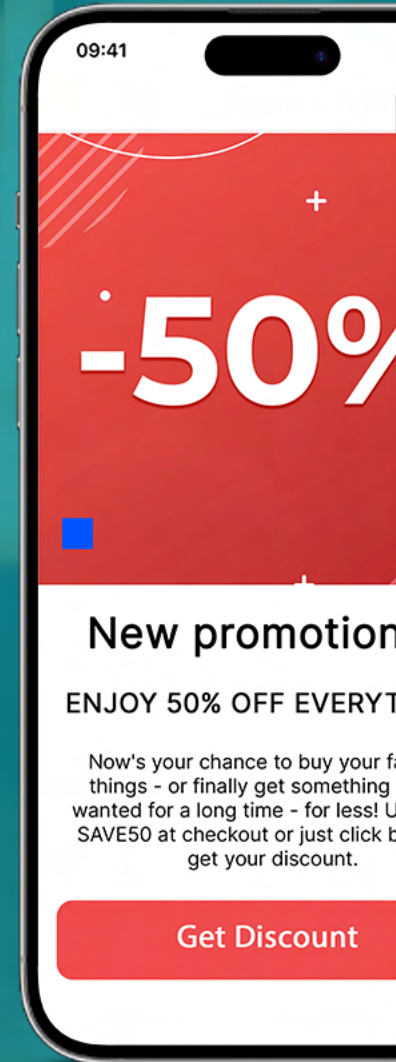
COMMUNICATION TOOL

COMMUNITY CHAT FOR OPEN CUSTOMER GROUPS

ONE-TO-ONE CHAT FOR PERSONAL COMMUNICATION AND DIRECT CONSULTATION
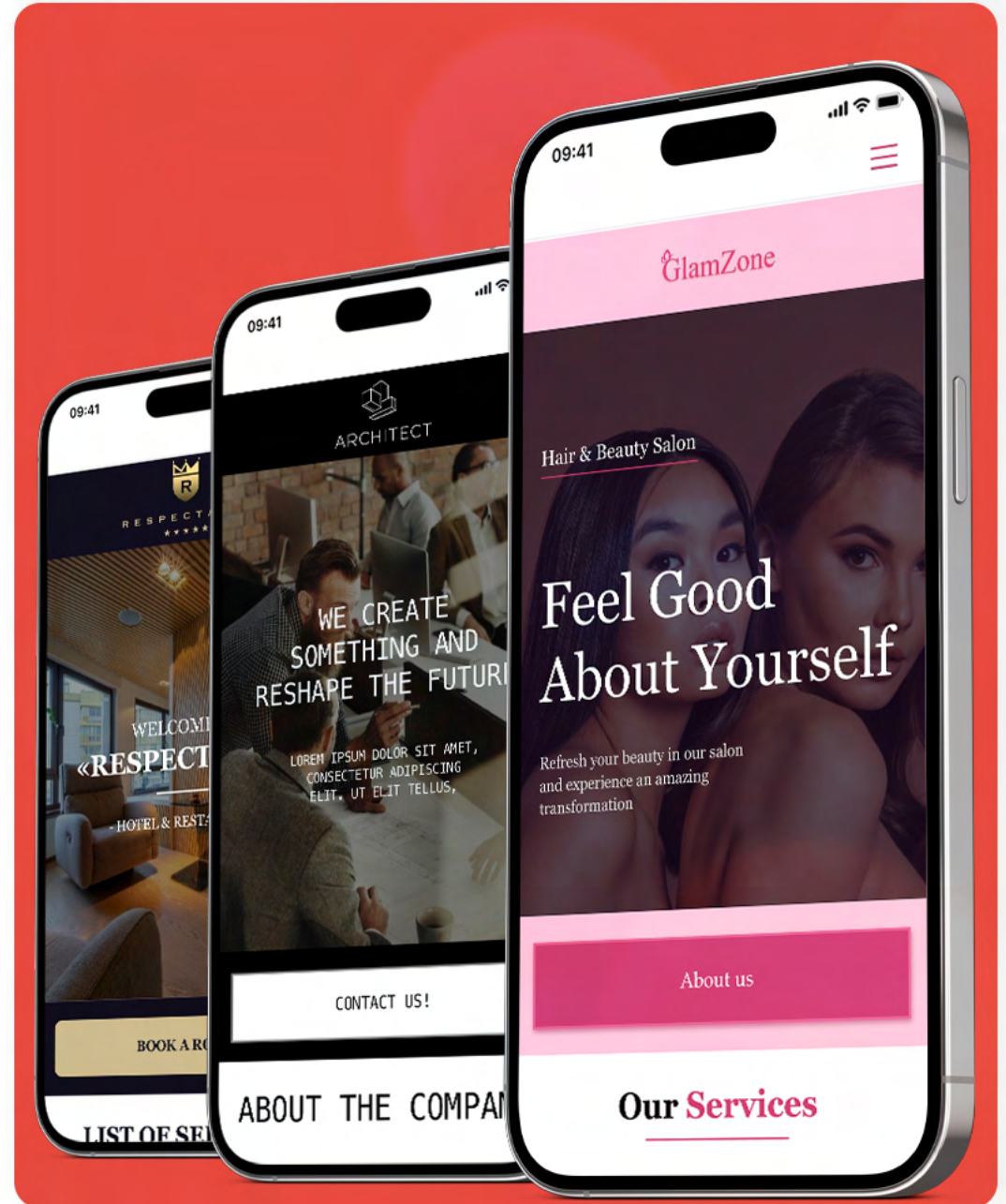
AUTO-REPLIES FOR INQUIRIES OUTSIDE BUSINESS HOURS

PUSH NOTIFICATIONS – TARGETED, SCHEDULED OR AUTOMATED

NEWSFEED FOR GLOBAL UPDATES TO ALL USERS

-50%

New promotion

ENJOY 50% OFF EVERYT

Now's your chance to buy your fa
things - or finally get something y
wanted for a long time - for less! U
SAVE50 at checkout or just click b
get your discount.

Get Discount

Monday, 14 October

18:00

myperfect.app   now
New promotion!!!
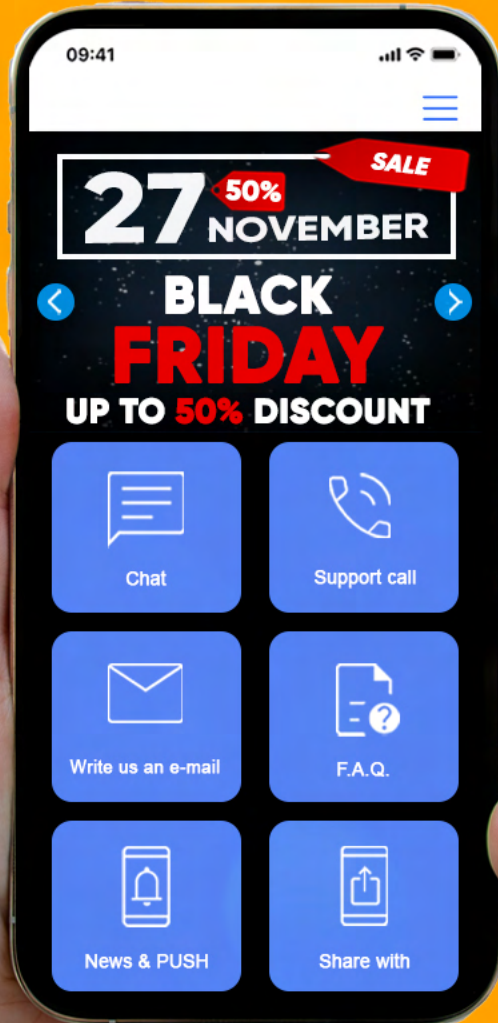50% discount on everything!

10

INFORMATION SYSTEM

- ✓ DYNAMIC PAGES WITH TEXT, IMAGES, VIDEO, LINKS AND DOCUMENTS

- ✓ PREDEFINED LAYOUTS, READY-TO-USE VIA VISUAL EDITOR

- ✓ INTELLIGENT FAQ SYSTEM TO RELIEVE CUSTOMER SUPPORT TEAMS

- ✓ PROFILING TOOLS FOR CUSTOMER ENGAGEMENT AND ACQUISITION
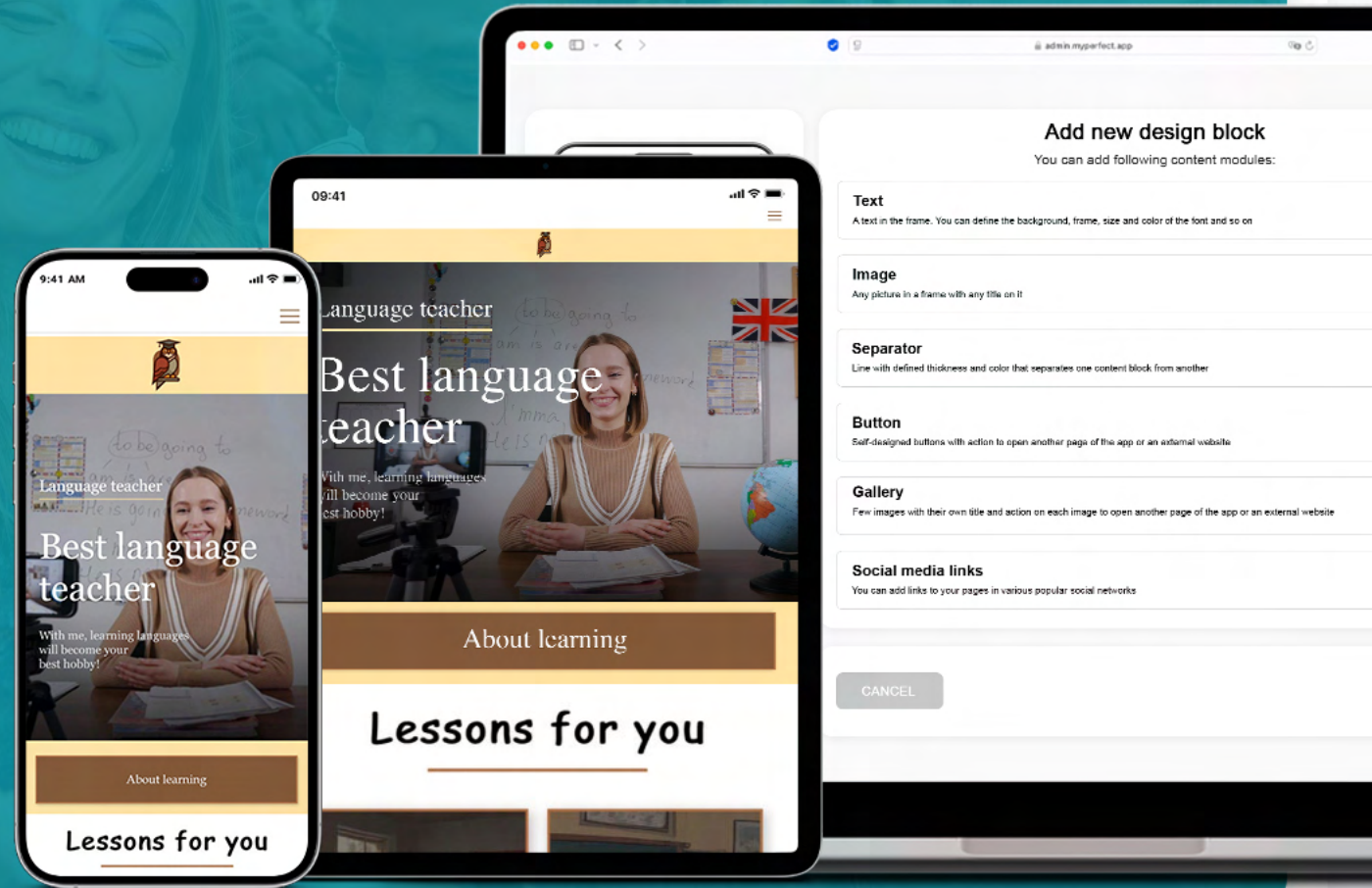
MARKETING & PRESENTATION

✓ ROTATING BANNERS FOR PROMOTIONS OR EVENTS

✓ CONTACT FORMS FOR FEEDBACK OR INQUIRIES

✓ INTEGRATION OF SHOPS, CALENDARS, BOOKING SYSTEMS AND OTHER SERVICES

✓ OPTIONAL NEWSLETTER INTEGRATION

DESIGN & BRANDING

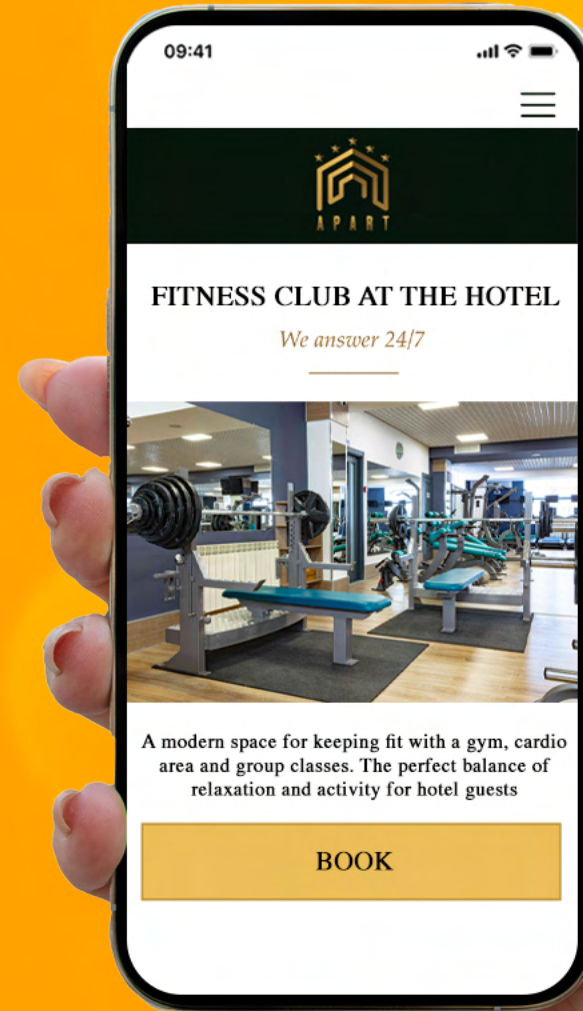- ✓ **FULLY CUSTOMIZABLE TO CORPORATE DESIGN (COLORS, LOGO, FONTS)**

- ✓ **OPTIMIZED DISPLAY ACROSS ALL DEVICES (RESPONSIVE)**

- ✓ **MULTILINGUAL SUPPORT: DE, EN, FR, IT, ES, PT (OTHERS ON REQUEST)**

INTEGRATION & SCALABILITY

✓ **SUB-APPS FOR BRANCHES, DEPARTMENTS OR THEMATIC UNITS**

✓ **INTEGRATION OF EXTERNAL TOOLS SUCH AS CALENDARS, SHOPS, RESERVATIONS**

✓ **LINKING TO WEBSITES OR CLOUD SERVICES (E.G., GOOGLE DRIVE)**

FITNESS CLUB AT THE HOTEL

We answer 24/7

A modern space for keeping fit with a gym, cardio area and group classes. The perfect balance of relaxation and activity for hotel guests

BOOK

JUN
31

DATA PROTECTION & HOSTING

✔ 100% GDPR COMPLIANT

✔ SERVERS HOSTED WITHIN THE EU

✔ NO ADVERTISING, NO DATA SHARING

✔ ENCRYPTED DATA TRANSMISSION

✔ HTML TECHNOLOGY, API-READY
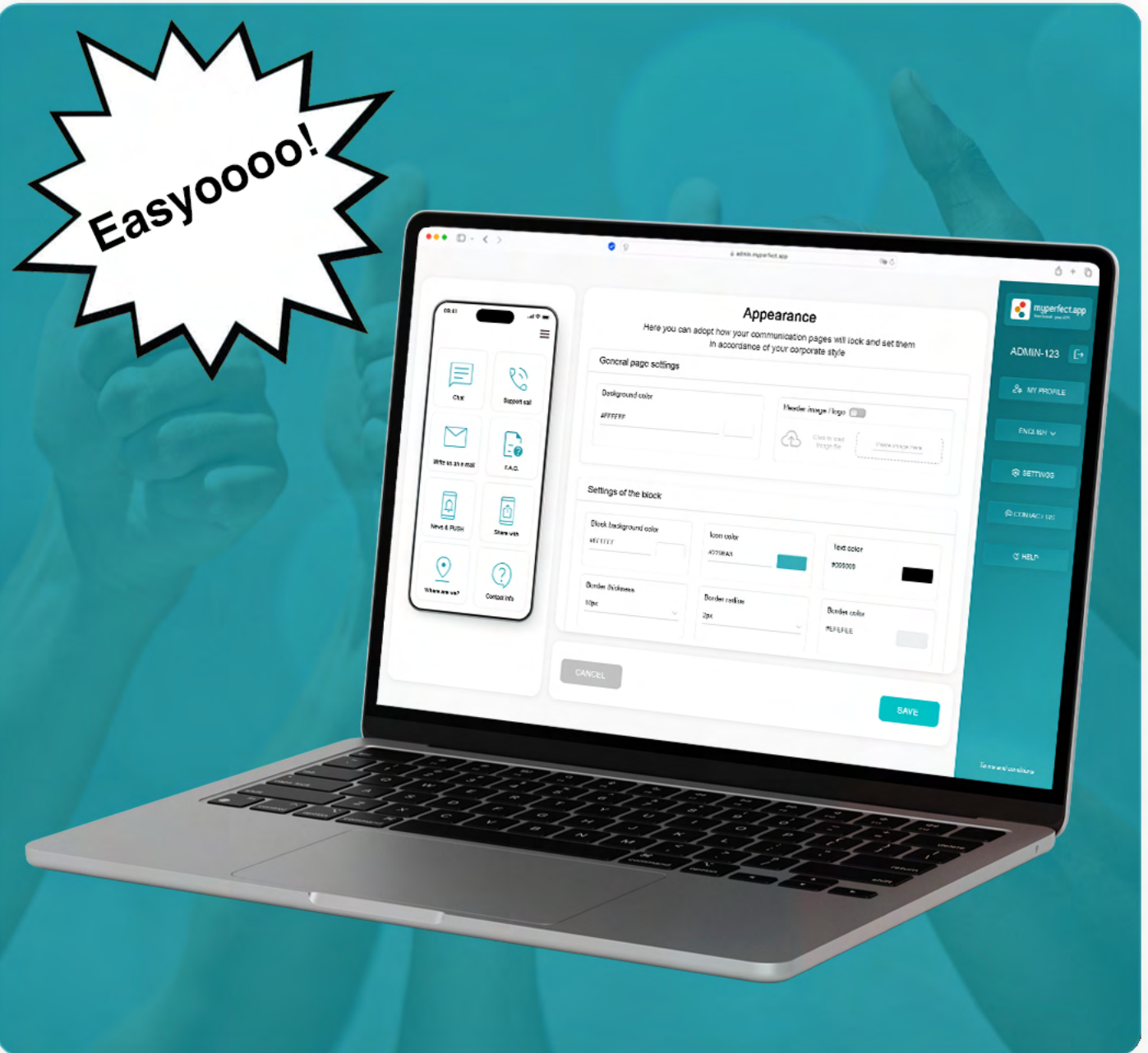
✔ NO INSTALLATION OR DATA STORAGE ON THE COMPANY'S OWN SERVER

✔ INDIVIDUAL, SECURE USER ACCESS WITH ROLE-BASED PERMISSIONS (E.G., EDITORIAL, ADMIN, REPORTING)

ADMINISTRATION & BACK OFFICE

✓ ACCESS VIA A CLEAR AND INTUITIVE WEB BACKEND

✓ VISUAL CONTENT MANAGEMENT WITHOUT PROGRAMMING SKILLS

✓ STRUCTURED PAGE MANAGEMENT WITH TREE VIEW

Easyoooo!

USER ROLES AND PERMISSION MANAGEMENT

IMMEDIATELY USABLE WITH INTEGRATED TUTORIAL SUPPORT

SUB APP - USEFUL EXTENSION OF THE MAIN APP

✓ SUB APPS CAN BE CREATED WITHIN EACH MAIN APP

✓ SUB APPS ARE SUBORDINATE TO THE MAIN APP

✓ SAME RANGE OF FUNCTIONS AS THE MAIN APP
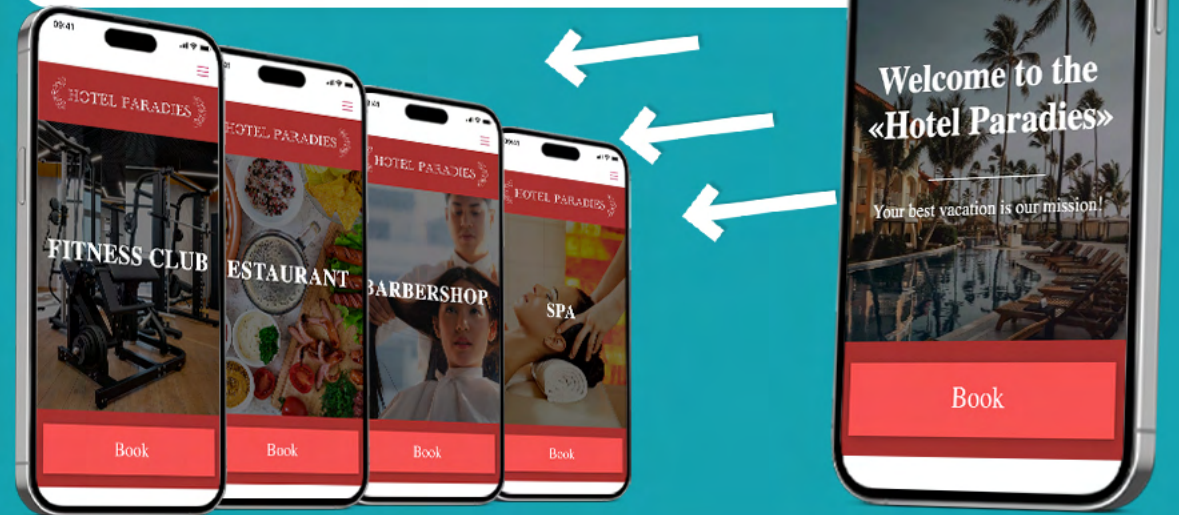
✓ ALSO CONTAIN THE ENTIRE CONTENT OF THE MAIN APP

✓ ACTIVATION VIA INDIVIDUAL QR CODE

IDEAL FOR:

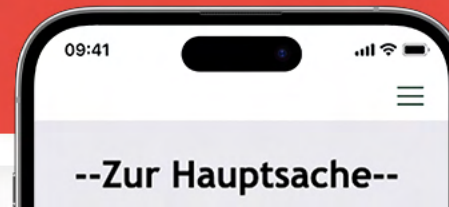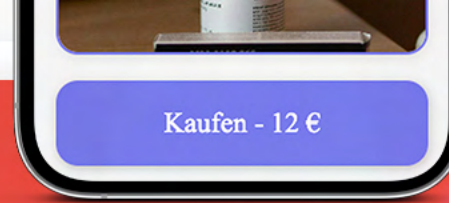COMPANIES WITH DIFFERENT TARGET GROUPS OR EMPLOYEE SEGMENTS

CLUBS AND ORGANIZATIONS WITH SEVERAL TEAMS OR DEPARTMENTS

OTHER APP USERS WITH DIVERSE AREAS OF APPLICATION

18

INDUSTRY USE CASES:

- ✓ RETAIL (LOCAL SHOPS, FRANCHISES, BRANCH NETWORKS)

- ✓ GASTRONOMY, HOTELS, TOURISM PROVIDERS

- ✓ HEALTHCARE: DOCTORS, PHARMACIES, THERAPISTS

- ✓ EDUCATION & ASSOCIATIONS: SCHOOLS, ACADEMIES, ORGANIZATIONS

- ✓ MUNICIPALITIES, UTILITIES AND PUBLIC INSTITUTIONS

- ✓ REAL ESTATE AGENTS, CAR RENTALS, EVENT PROVIDERS

- ✓ SERVICE PROVIDERS & CRAFT BUSINESSES

Kaufen - 12 €

Zimmervermietung
-
Inspiration-

Moderner Komfort, Gemütlichkeit und Stil hier ist jeder Moment etwas Besonderes

Buchen Sie

Willkommen im «Hotel Lumière»

Hier beginnt Ihr unvergesslicher Urlaub!

Buchen Sie

Gesamter Katalog

Telefone

Tabletten

--Zur Hauptsache--

KEY BENEFITS OVERVIEW

✔ INCREASED REVENUE AND PROFITABILITY

✔ STRONGER CUSTOMER LOYALTY

✔ ACQUISITION OF NEW CUSTOMERS

✔ FAST-TRACK TO DIGITALIZATION WITHOUT AN IT DEPARTMENT

✔ WHITE-LABEL OPTION WITH OWN LOGO AND CUSTOM DOMAIN

✔ MULTI-CHANNEL INTEGRATION: ONLINE, OFFLINE, IN-PERSON

✔ ENHANCED BRAND IMAGE THROUGH A PROFESSIONAL DIGITAL PRESENCE

✔ COST-EFFICIENT AND SCALABLE

✔ PRIVACY-FRIENDLY – NO ADS, NO TRACKING