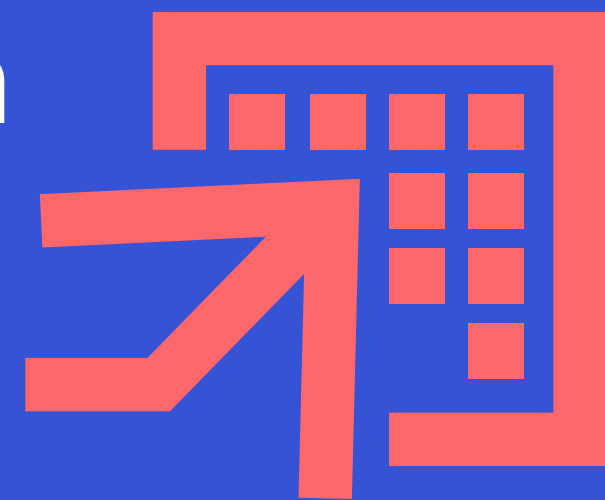


Collect valuable customer data with Mobizon's Online Marketing Tools!

Verified customer data is an asset for every company!



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Communication is the key

Every company is communicating on a regular base with its customers. And to be able to do so in an efficient way, some of Mobizon's tools can be helpful and supportive. It is possible to start a personalised communication, to collect data and to segment these data to target the right customers.



SMS Marketing



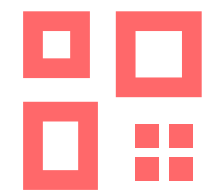
CRM



Online Forms



Short URLs



QR Codes



Importance of Customer Data in the times of GDPR

In our days, customer data is the asset of a company. Invalid data has a negative effect on the company's success and therefore its quality is so important.

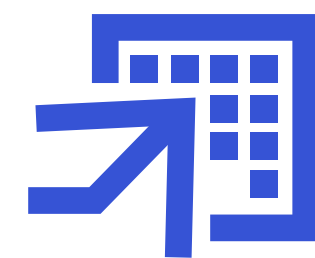
But data quality does not come about by chance. An efficient customer communication and some serious rethinking is needed to adapt to the circumstances that collecting valuable customer data is not as easy as it was before the GDPR.



Communicate efficient with customers



Gather a tremendous amount of detail about individual touchpoints

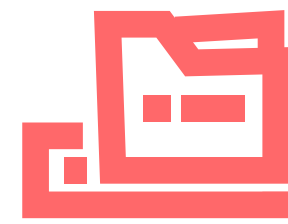


Collect valuable customer data



Enhance Customer Experience

Every business needs customers!



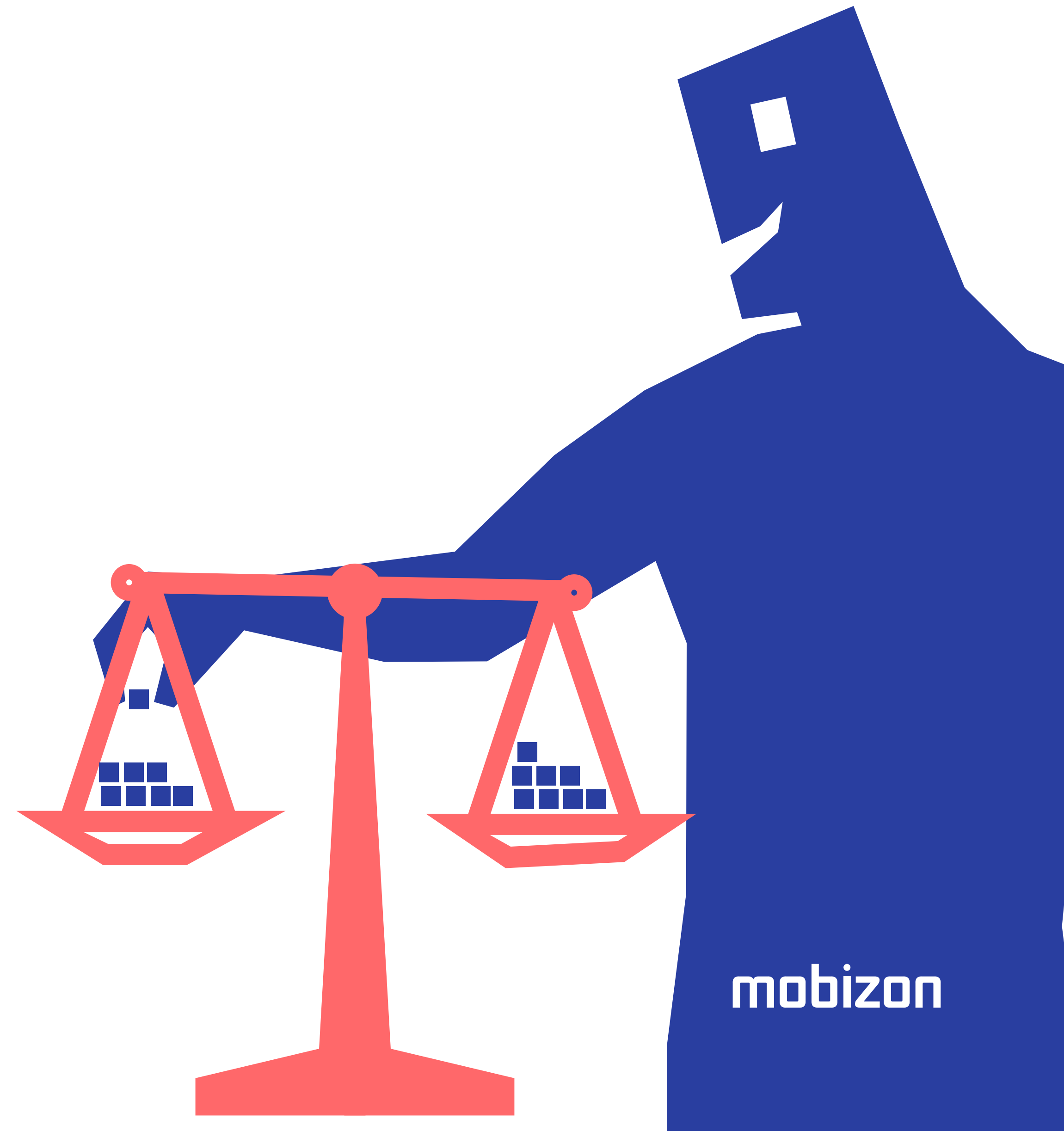
Data Quality & Quantity



While collecting customer data, quantity and quality are equally important.

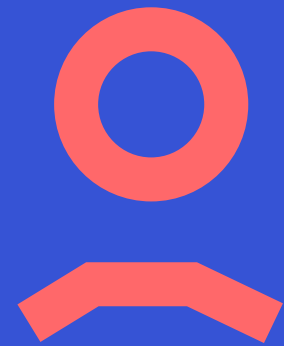
Understandably enough, you want to have the biggest customer base as possible, because customers are simply the core of everyone's business. But you'll also want qualitative data -data that is validated and that you can actually use!

Mobizon helps you with both Quantity & Quality!





How to use Mobizon to collect customer data and improve Customer Experiences?



It should be equally easy for your customers to submit data and for you to collect data! For this reason we developed some easy-to-use tools to collect valuable customer data and to improve your company's customer experience.



With Mobizon your customers are able to change their data at a later time and they can also make use of an unsubscribe link.



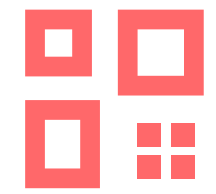
If you collect customer data correctly and use it effectively, it is the basis for low-cost and simple customer loyalty.

Customer satisfaction is the key 

Collect Customer data with



Mobizon's forms



Mobizon's QR-Code



Mobizon's Short Link

Save them in

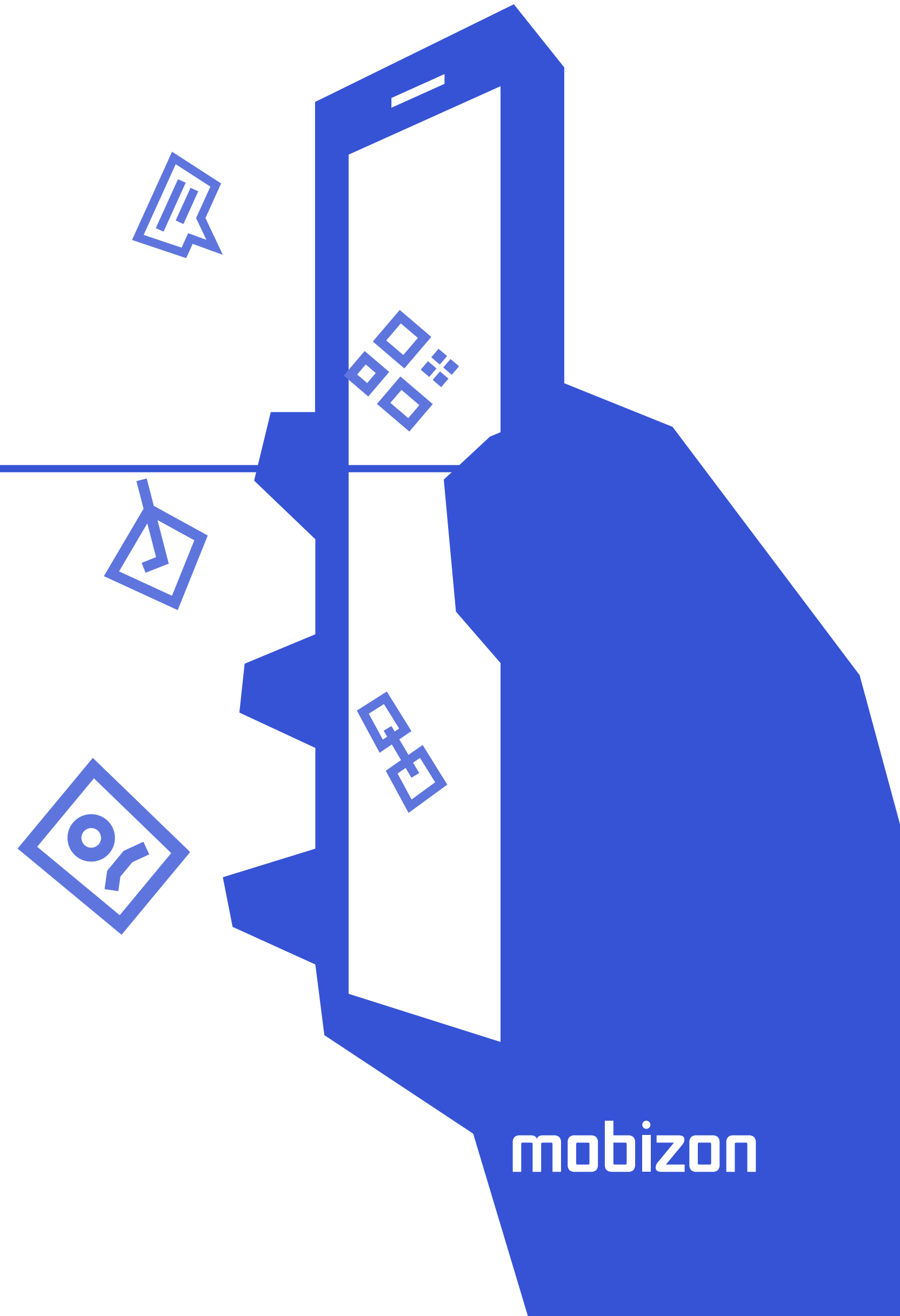


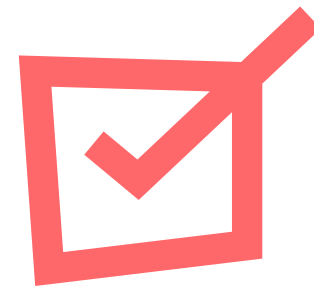
Mobizon's CRM

And use them with



Mobizon's SMS marketing

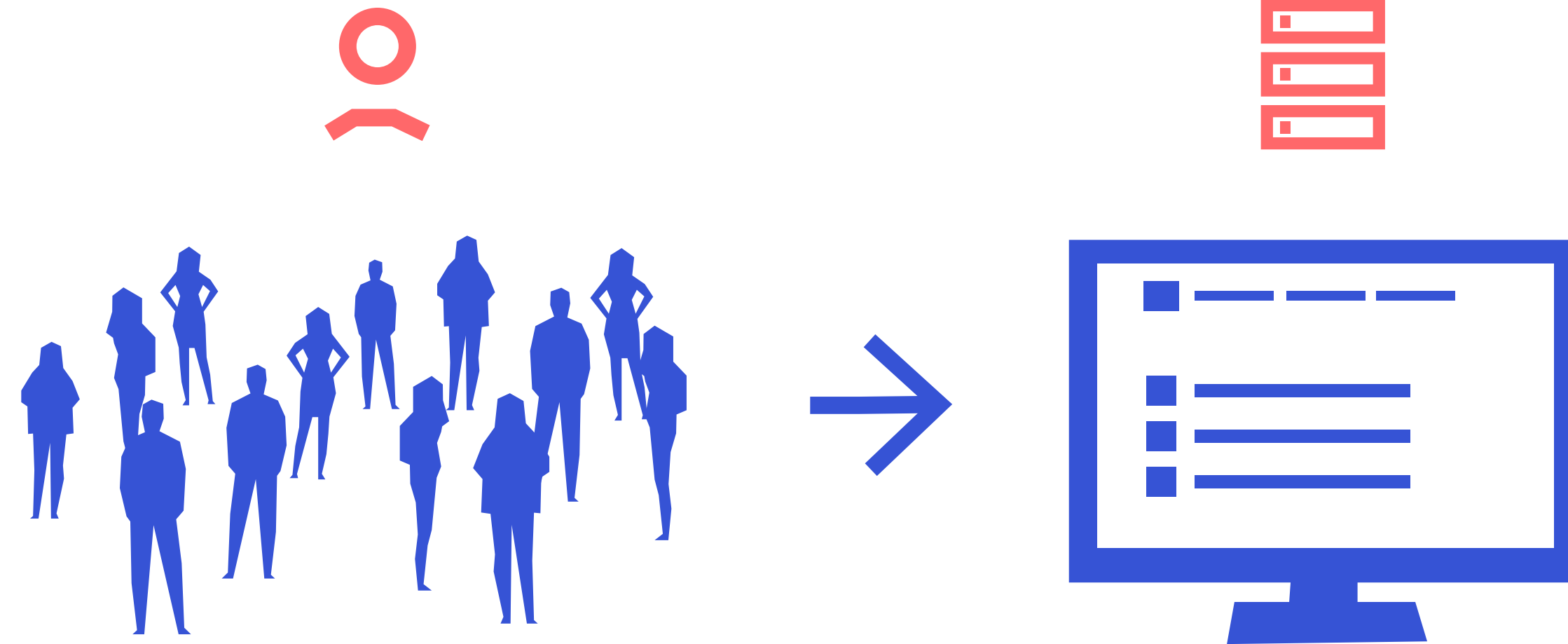




Collect customer data with Mobizon's Online Forms

In our days, the easiest and most cost efficient way to collect customer data is online.

Customers are already browsing your website, they might be interested in your products/services. What a nice and easy idea to let them fill out an individualised, configured online form and gather information about your clients that you can use for personalised marketing purposes!





Customer Data via Online Forms

Set up an individualised online form super easy in Mobizon's Control Panel and reach many potential customers. Add all the fields you need and adapt the style to your corporate design. Add the form on your website or just copy/paste a link. The customer data is validated by a Two-Factor-Authentication.



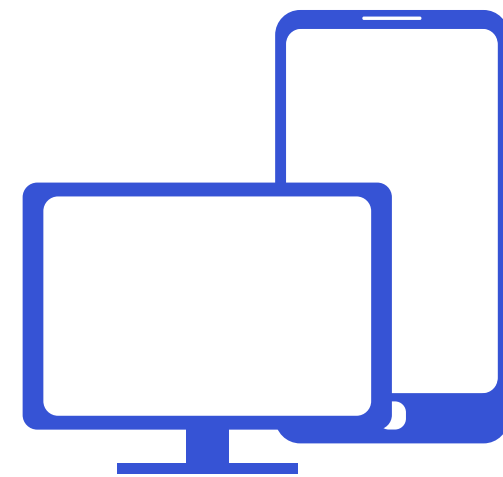
1

Add all the fields you need and adapt the style to your corporate design



2

Integration on website



3

Two-Factor-Authentication



4

CRM with many contacts



Your customers are able to change their data at a later point



Mobizon's forms help you to collect validated data from your customers (= subscribers) for a low price.

We compared the costs of Mobizon's forms with a conventional flyer promotion, using a flyer as a contact form.

Here comes an easy calculation

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Basic plan

30€/month, up to 100 form subscribers per month

=

3 Cents/validated subscriber

Standard plan

90€/month, up to 10.000 subscribers per month

=

0,9 Cents/validated subscriber

Business plan

270€/month, up to 100.000 per month

=

0,27 Cents/validated subscriber

Costs per subscriber: between **0,0027€ - 0,03€**

Random flyer promotion

Price flyer 1,5 Cents/flyer (with 100.000 for 1.500€)
1.000 flyer= 15€

=

824,52€ for 1.000 flyer (with 60 flyer/hour)

+

16€/hour salary flyer promoter, 60-120 flyer/hour:

=

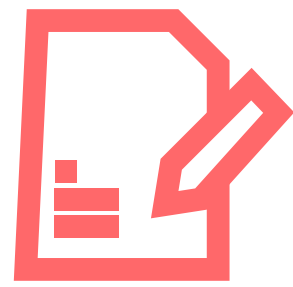
691€ for 1.000 flyer (with 120 flyer/hour)

266,67€ for 1.000 flyer (60 flyer/hour)
133,3€ for 1.000 flyer (120 flyer/hour)

+

Salary for manager entering the data in the system manually, approx. 19€/hour, entering 35 data sets/hour
542,85€/1.000 flyer

Approximated costs per subscriber: between **0,69€ - 0,82€**



Conclusion

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+ Verified data

Low-cost: between 3 Cents and 0.27 Cents per subscriber

+ No individual costs for each form that is not used

+ Easy and uncomplicated

+ Wide range

+ Environment-friendly

+ Simple integration in CRM

+ Automated data verification

Random flyer promotion

- Time consuming

- Data is not verified

- Costly

- Environmental impact

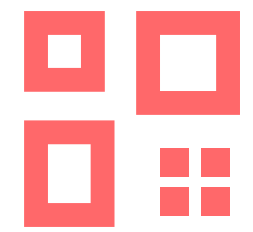
- Difficult to keep track off

- Complicated to integrate in any system

- Many parties involved

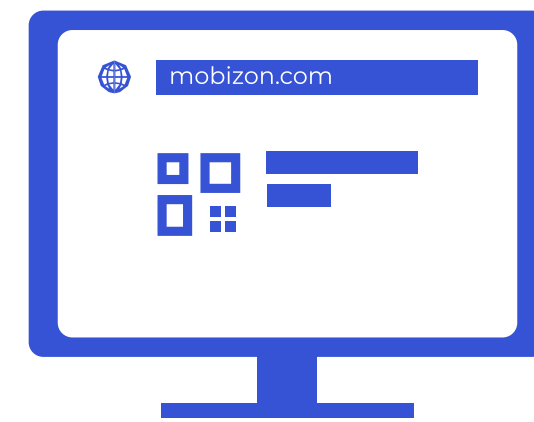


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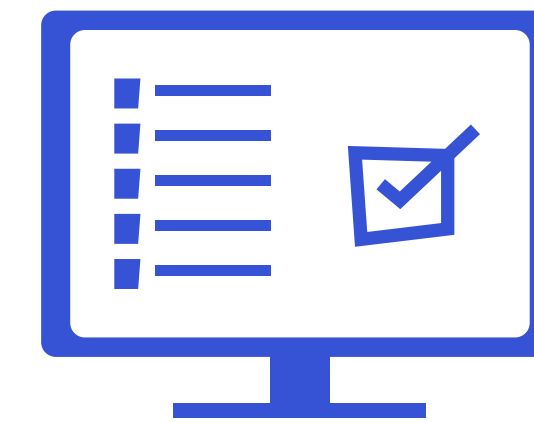
Customer Data via QR Code

You can also generate a QR Code. Your customers scan the QR Code and are navigated to a form. SMS, as part of Two-Factor-Authentication! They confirm their information and you have validated customer data in your CRM, GDPR conform.



1

You can also generate a QR Code



2

Set up online form



3

Two-Factor-Authentication



4

CRM with many contacts

Customer Data via Shortlink

Create a shortlink. Your customers are navigated to a form. They put their customer data and confirm them through a code in a SMS (2FA). Once the data is confirmed it's stored in the CRM.

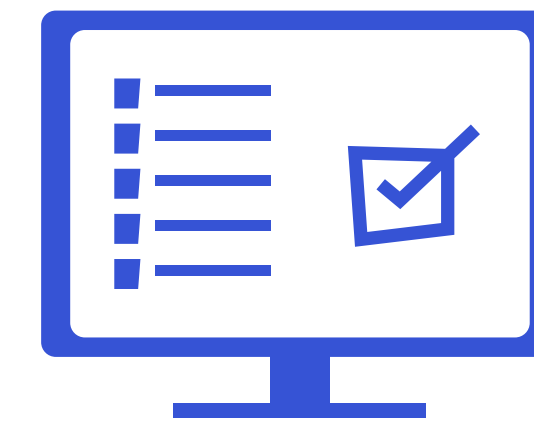


The likelihood that users click on a short URL is significant higher than with a long, confusing link.



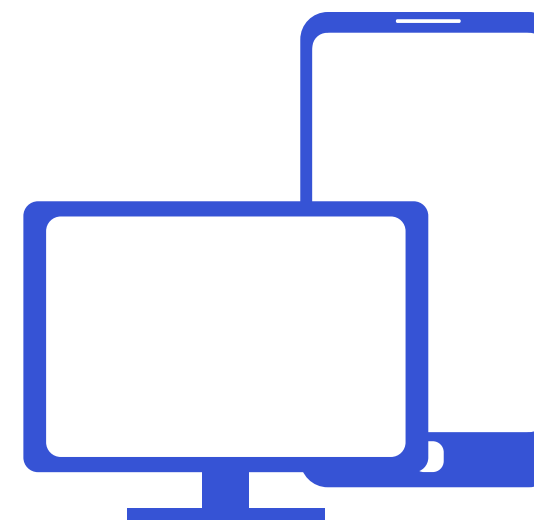
1

Create a shortlink



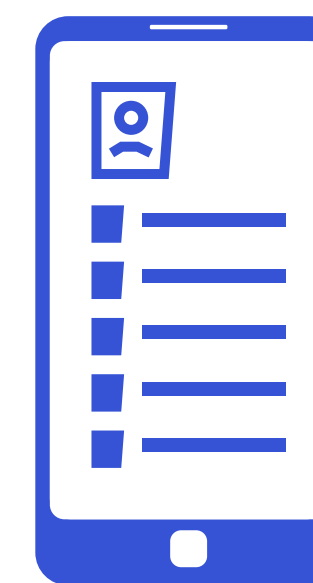
2

Set up online form



3

Two-Factor-Authentication



4

CRM with many contacts

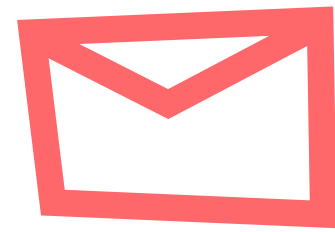
What to do, once data is collected?

Step 1

The first step has been taken. You've collected an amount of verified customer data, GDPR compliant. But what's next?

Step 2









Customer data is stored secure in our cloudbased CRM. You can manually add needed information and enhance the customer history. Select the data based on filters and target the right consumers with personalised marketing.



One option: SMS Marketing

Use SMS Marketing to stay in touch with your customers

Our SMS marketing platform allows you to send informative SMS to your customers and establish a long term customer loyalty.

-  Promotions
-  Discounts
-  Appointment reminder
-  Order information
-  News
-  Occasional SMS (e.g. Birthdays)
-  Two-factor-authentication
-  And much more



Improved customer experience thanks to Mobizon's tools!

Mobizon at one glance:



Secure customer data collection (such as name, email, phone number, interests, wishes and much more)
→ collect the data that you need



Allows to create a clear and coherent picture of the customers
→ promotions that are personalised for each target group



GDPR compliant



CRM with omnichannel communication
→ design an excellent customer journey



Segment & Optimize the Customer Journey



Customers can edit their data at a later point

=

loyal & happy customers, increased sales, expanded customer base

Improved customer experience!

Efficient Customer
Communication and a big
data base thanks to
Mobizon's tools!



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