



FEATURES THAT HELP SMALL BUSINESSES GROW

APP FEATURES OVERVIEW



A COMPLETE MOBILE SOLUTION



ENGAGE

Successful brands engage with their customers as they understand that consumers want to interact and learn something of value.



CONVERT

Engagement with your app and website alone does not equate to a successful business - you've got to convert as many visitors as you can.



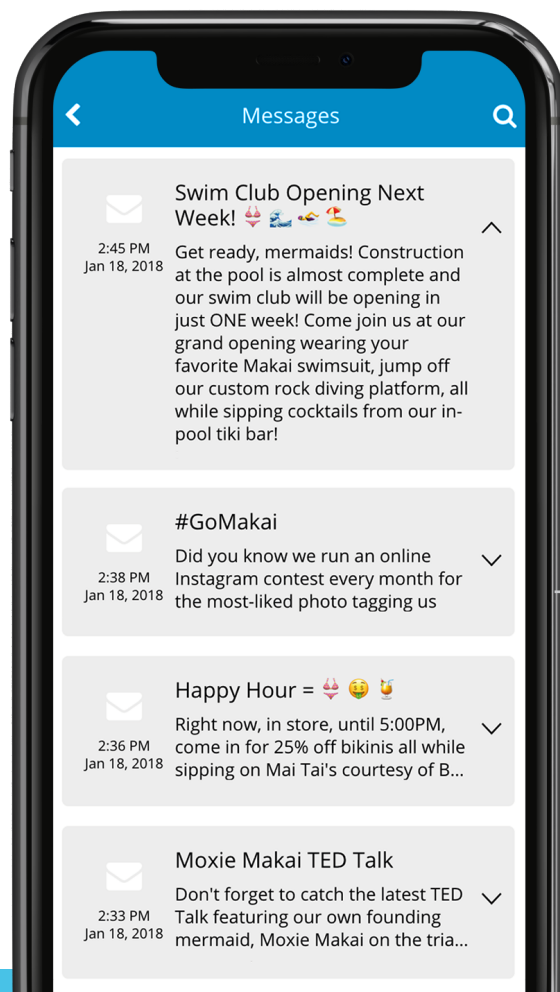
REWARD

Customers want to be rewarded for their loyalty, and those rewards in turn make them more loyal to the business.



ADVOCATE

It costs more money to generate a new customer than it does to market to an existing one, so turn your loyal customers into brand advocates.



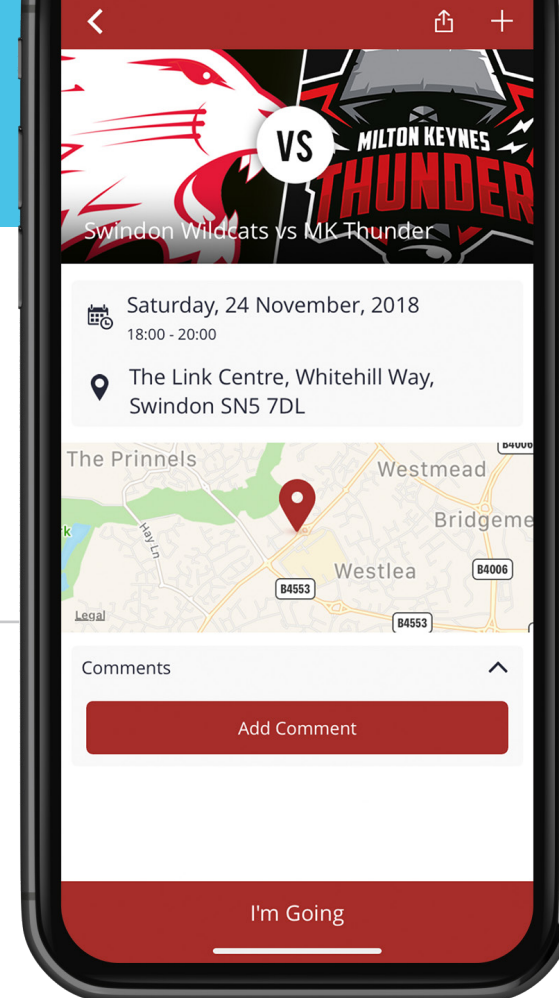
EVENTS

Keep customers engaged with your brand by showcasing popular events and promoting daily specials to keep them coming back to the business.



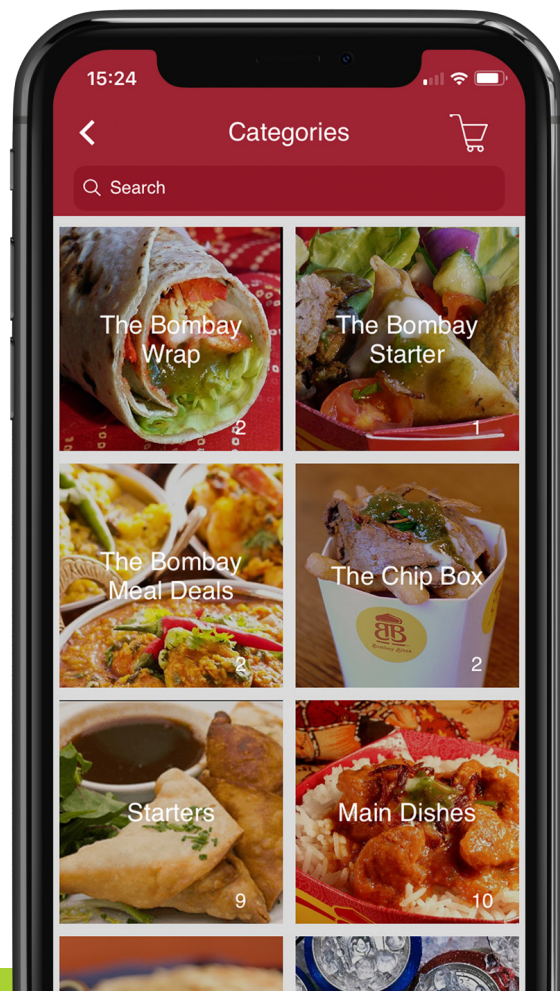
MESSAGES

Connect people to what they are looking for and provide relevant information when they need it. Providing valuable information will also ensure that people keep using the app.





CONVERT



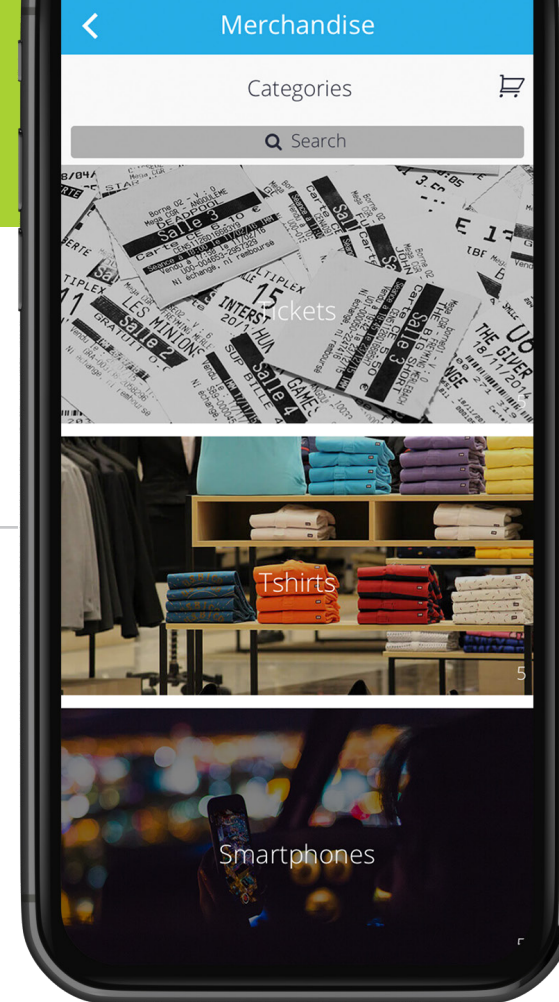
MERCHANDISE

Mobile shopping trends are pointing to m-commerce as the future of shoppers. The Merchandise feature is a simple way for your business to make sales through the app. Build your own in-app marketplace or integrate your online store using the e-commerce feature.



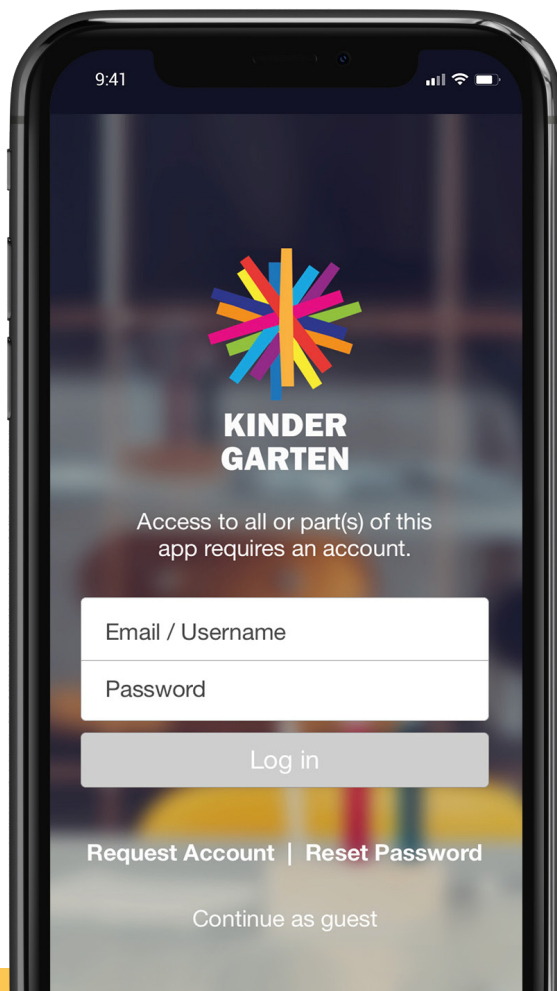
FOOD ORDERING

A simple and effective way for restaurants to take orders and process payments. You have full control with customisable menu and pricing, delivery or take-out options and in-app payment.





REWARD



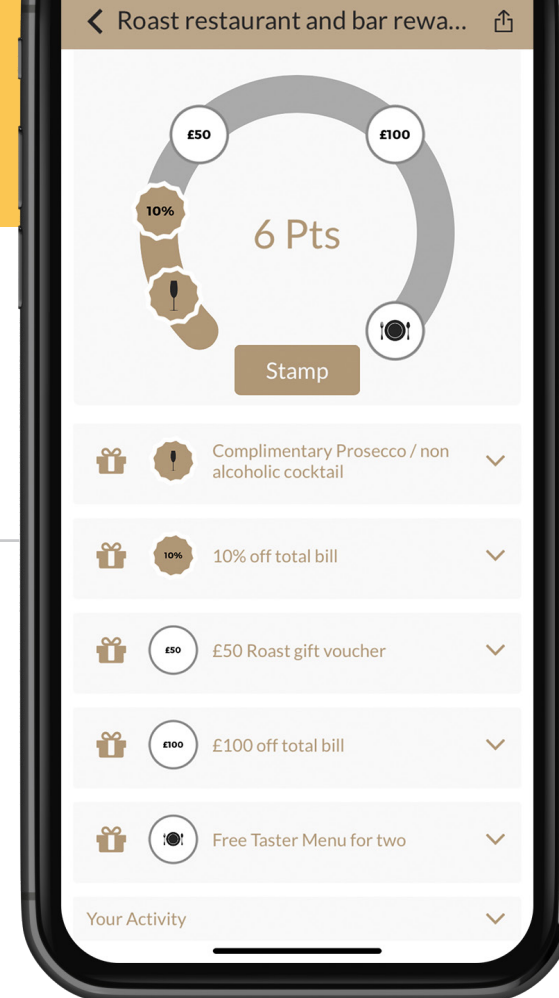
LOYALTY PROGRAMS

By providing a mobile stamp card, you can offer discounts and benefits to build a loyal customer base. It allows users to have an in-app version of a traditional stamp and tiered loyalty, this feature offers easy customisation and increased user engagement.



GROUP MANAGEMENT

Take full control of who can see your app's content. Restrict access to certain features of your app or limit the use of the app to a specific group of people.





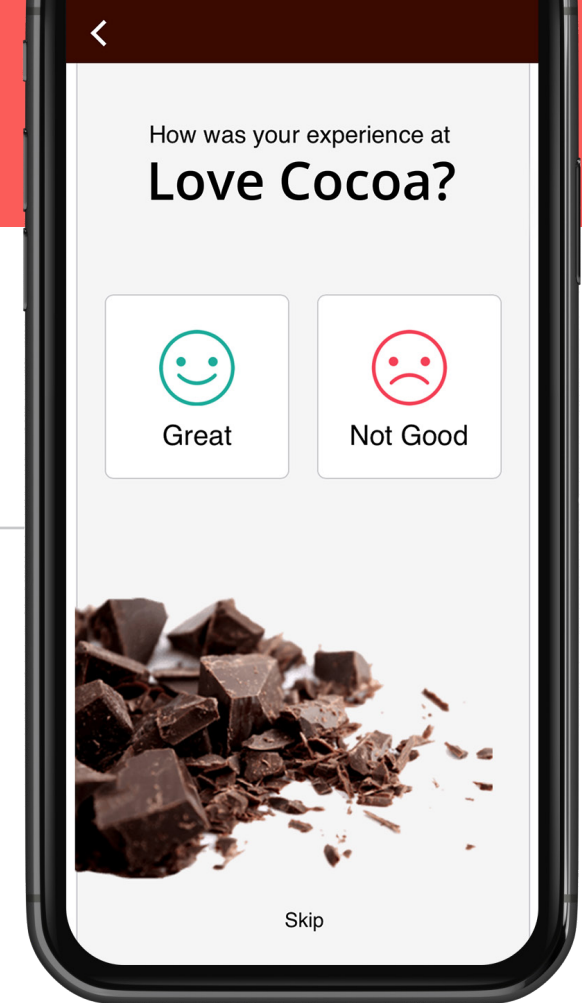
REVIEWS

Take control of your online reputation and get your business to the top of search results by boosting reviews. We prompt app users to review your business and ensure the positive reviews get published online, while you get a chance to handle the negative ones.



REVIEW TRIGGER

Review requests are sent as a push notification after the customer experiences a positive interaction with the business (i.e. the trigger). Prompts can be triggered after customers redeem a loyalty reward, make a purchase or engage with certain features in the app.





MORE FEATURES



AROUND US

Draw attention to hot spots in the area within your app. Users can easily access contact information, addresses and GPS directions for each location.



CALL US

Allow users to instantly call you with the tap of a finger.



EMAIL PHOTO

Allow users to email photos/videos directly from the app that businesses can use on their own social media.



CONTACT

Display important general information such as business location, website URL, contact info (phone & email), and hours of operation.



DIRECTION VIEW

This offers one-touch directions to multiple locations. It's quick and easy to set up and there is no limit to the number of addresses you can enter.



FAN WALL

Allow users to connect over their shared adoration for your business. Users are able to comment, ask questions, share photos, and discuss with other users what they love about your business.



CUSTOM FORM

Generate customer feedback, take appointment/reservation requests, and gather info from users.



EMAIL SIGNATURE

Allow users quickly and securely sign documents within your app, saving time and money for your business and your customers.



INFO

Insert just about anything that you can insert on a regular web page - it can be thought of as a static HTML page.



MORE FEATURES



IMAGE GALLERY

An easy way to display images inside your app. Create a custom gallery or pull in existing galleries from Flickr, Picasa or Instagram.



MAILING LIST

Gather contact information from app users so that updates and special offers can be communicated easily and efficiently.



MORTGAGE CALCULATOR

Allow users to calculate a monthly repayment using variables such as loan amount, loan term, and interest rate.



MULTIPLE LANGUAGES

Choose up to five languages, enter your content into the CMS in those languages and voila, your app is now available in multiple languages!



NEWS

Keep your app users up-to-date on issues that relate to your business. The content that appears in your feed depends on the keywords you provide.



PDF

Display PDFs through your app. This is commonly used to showcase flyers, menus, and even reports.



RESERVATIONS

Use a built-in booking system that allows users to reserve time slots for various services. Manage reservations and receive notifications when appointments are scheduled.



RSS FEED

Display news and information through an RSS feed. It loads a web page that constantly updates within the app.



TIP CALCULATOR

Allow users to calculate tips by inputting the price of the bill, the percentage they wish to tip, and the number of people splitting the bill.



MORE FEATURES



WEBSITE INTEGRATION

Easily integrate a web page into your app; all you need is a website URL.



WUFOO FORMS

Easily integrate with WuFoo, a 3rd party form-building site that provides a huge array of features and customisation options.



YOUTUBE CHANNEL

Display your business' YouTube channel in a clean, accessible format right within your app. All that is required is a custom URL for your YouTube channel.

Ready to go mobile? Contact us today!