



● Customer Loyalty Programs

●● Team Presentation

ConCom

From To-Do to Done

Bridging the Gap Between Daily Chores and Peace of Mind, From To-Do to Done with Seamless Convenience and Community Support

PRESENTED ON 5TH MARCH'24



DUMMY IMAGE



MEET THE TEAM



**CHRISTEVANE
FRANCOIS**



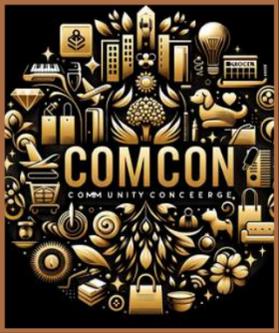
CAMILA BONIFAZ



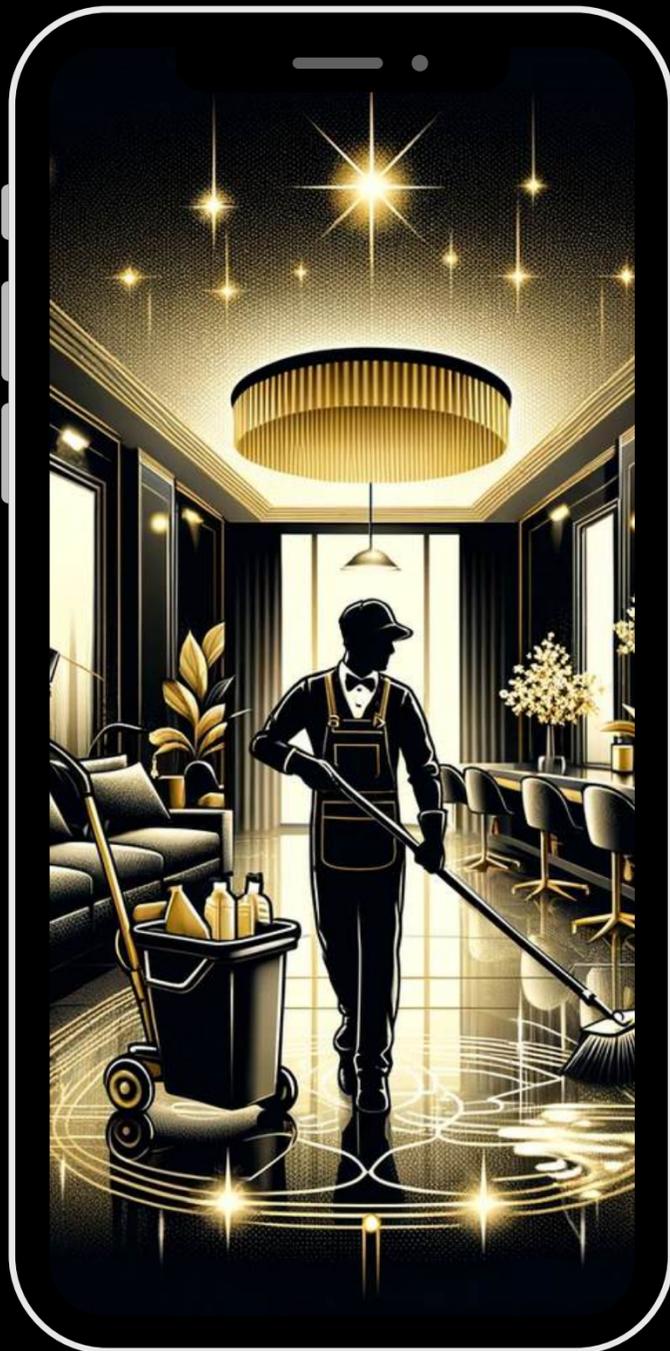
SHREYA SAKHUJA



RHEA SHAH



ABOUT COMCON



Mission:

"To make life more manageable by providing accessible and reliable support, ensuring that everyone can enjoy a well-balanced and stress-free lifestyle."



Mission

Purpose

Target Audience

Services offered



CONCOM'S STRENGTHS + WEAKNESSES

Personalized Services

- Flexible scheduling options & exclusive early bird offers
- Personalized cleaning services tailored to home layouts
- Specialized pet care & customized grooming services
- Personalized meal preparation based on dietary preferences

Empowering Small Businesses

- Partnering with local businesses, providing users with diverse services
- Strengthens the community while attracting customers who value supporting local businesses
- and boosting the visibility of those partners

Brand Perception

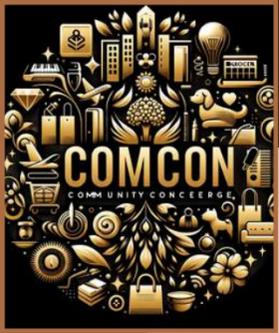
- "Everyone's app" messaging aims for inclusivity; it may be perceived as generic and fail to resonate with specific demographics.

Barrier to Entry

- Expanding into a market already dominated by established players poses a significant challenge.
- Maintaining the high level of quality and personalization that defines ComCon's brand may become increasingly difficult as the company scales its operations.

Reliance on Local Businesses

- Success hinges on the performance and availability of our local partners
 - Fluctuations in partner quality or even temporary closures could negatively impact user experience and brand reputation



CONCOM'S OPPORTUNITIES + THREATS

Expansion to New Cities

COMCON can expand to new cities, leveraging its successful model and brand recognition - thereby increasing its market share and revenue potential.

Diversification of Services

Exploring new service offerings to cater to evolving customer needs and keep COMCON ahead of the competition

Cater to Niche Services

Beyond traditional offerings, ComCon could explore specialized services like private chef experiences, where customers can enjoy personalized meals in the comfort of their homes.

Offering unique experiences, such as massage therapy or spa treatments, could attract customers seeking relaxation and self-care services.

Labor Shortages

Investing in competitive compensation packages and training programs and building strong relationships with service providers can help mitigate this threat.

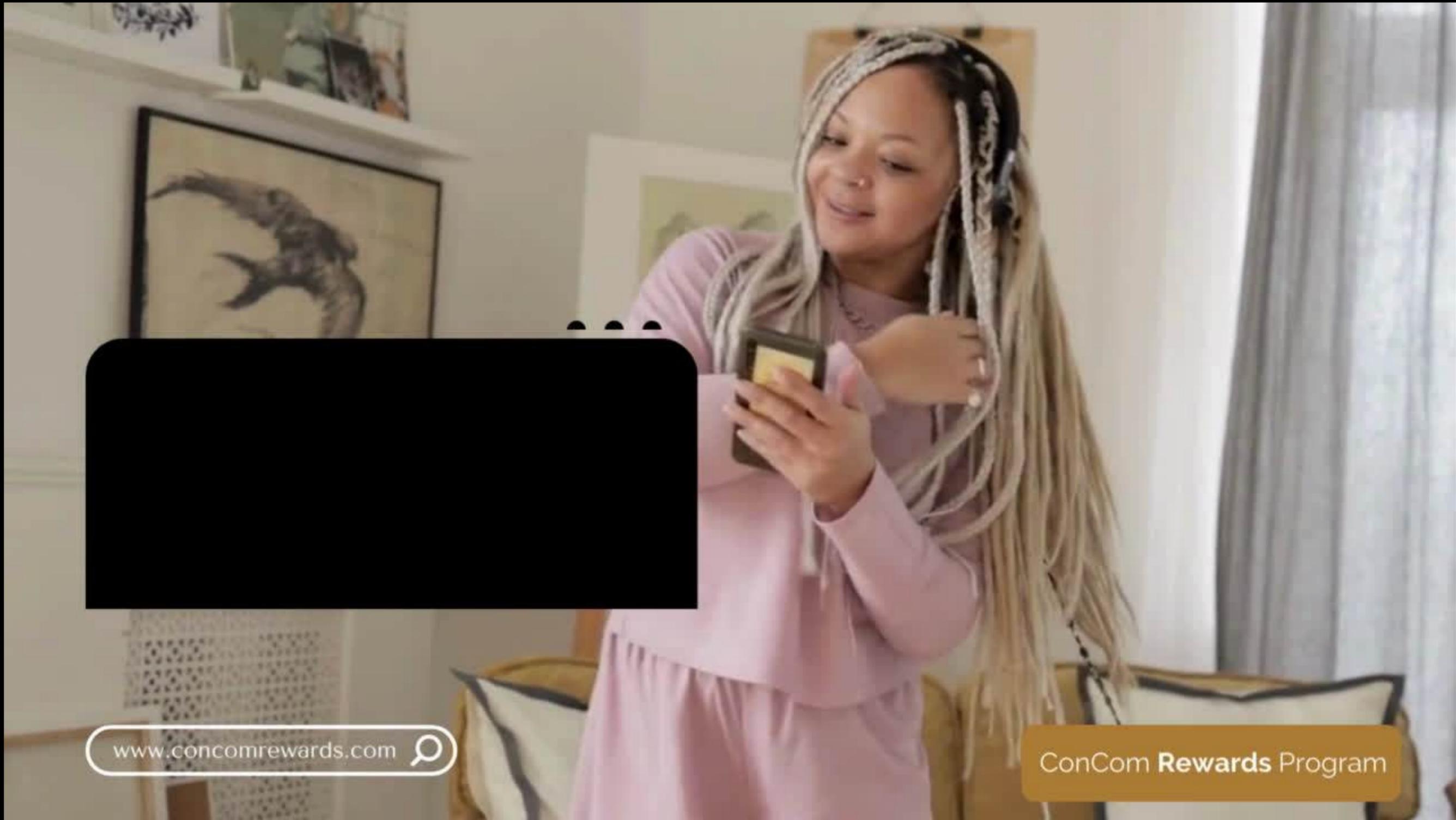
Competition from Gig Economy Platforms

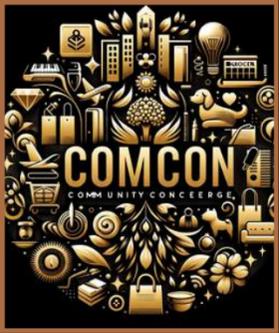
COMCON must emphasize its advantages like quality control, personalized service, and community focus to differentiate itself and retain customers



www.concomrewards.com 

ConCom **Rewards** Program





BASIC

No membership fees

BENEFITS:

1x reward points on all services

10% discount on every 5th booking

Bonus points for referrals

PREMIUM

\$89 p.a. membership fees

BENEFITS:

2x reward points on salon and personal hygiene services

3x reward points on sitting services

1x reward points on all other services

10% discount on every 2nd booking

\$120 cash credit p.a.

Bonus points for referrals

PRO

\$189 p.a. membership fees

BENEFITS:

3x reward points on all services

5x points on grocery and meal services

1x reward points on all other services

10% discount on every booking

\$120 cash credit p.a.

Bonus points for referrals

www.concom.com





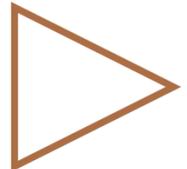
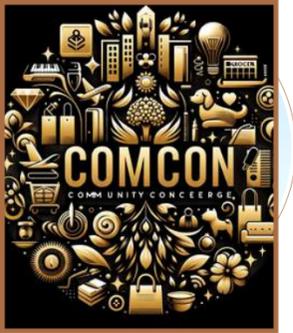
STRATEGIC FRAMEWORK FOR ADOPTION: UNDERSTANDING THE RATIONALE

ACQUIRE

INSPIRE

ENGAGE

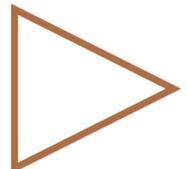
AFFIRM



COMMUNICATE

Work with Business allies to emphasize education and acquire customers

ACQUIRE



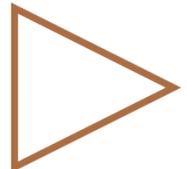
EDUCATE

Education/Marketing flyers about our program:

INSPIRE

Why to join, What to get, how to earn.

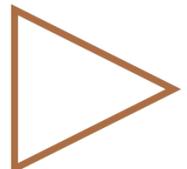
Explain the **benefits** of the loyalty program.



EARN

ENGAGE

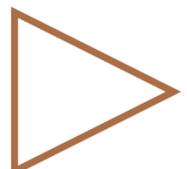
Use testimonials: quote users with examples of why they use our services and why they are part of the program.



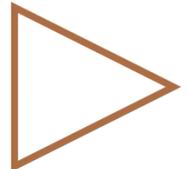
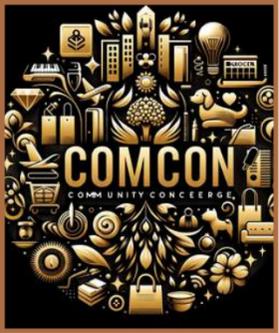
BURN

AFFIRM

Emails of "if" (picture yourself): If you were in the program you would have already saved \$X dollars.



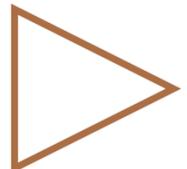
YEARN



COMMUNICATE

Inspire consumers by offering welcome packages and new ways to earn points

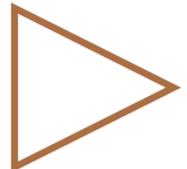
ACQUIRE



EDUCATE

Welcome packages:
60 points

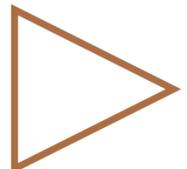
INSPIRE



EARN

Education: How to earn more, how to redeem quickly, etc.

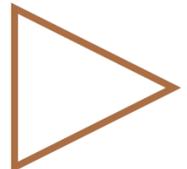
ENGAGE



BURN

Earn more:

Bonus points (x2, x4) when using specific new services

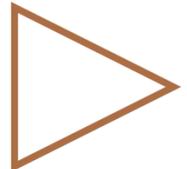
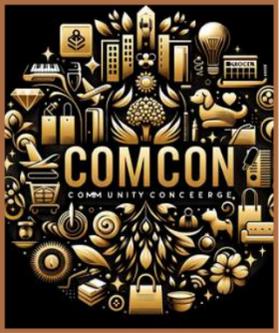


YEARN

A vision of the future:

How many points to get to the next tier.
How many businesses are you "helping" now

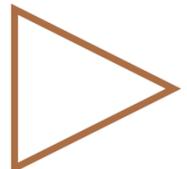
AFFIRM



COMMUNICATE

Engage customers by partnering with specific suppliers and recommend new services

ACQUIRE



EDUCATE

Partnership with:

Cleaning Services: SuperMaids.com, MaidPro

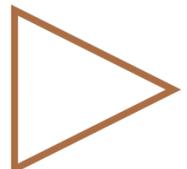
Local Grocery Stores/Bodegas/Meals: HelloFresh, Factor Meals

Local Salon Chains + Massage Parlours: Massage ENVY

Local sitting services pets: PetNanny, Meowtel (NYC)

Local Returning services: ReturnQueen

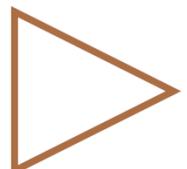
INSPIRE



EARN

Recommendation email: other services, other brands, new businesses

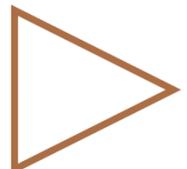
ENGAGE



BURN

Points for referrals: refer a friend and get bonus points in points or \$ off.

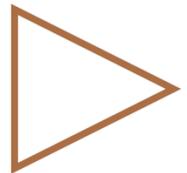
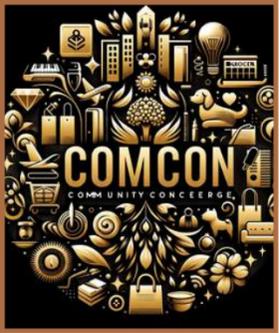
AFFIRM



YEARN



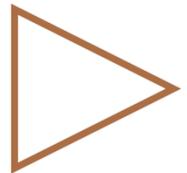
Gamification: users reach X point they get a BELL, which give them the opportunity to get to the next tier of the program (limited time)



COMMUNICATE

Affirm your clients that they made the right choice by joining the program!

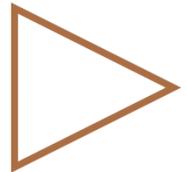
ACQUIRE



EDUCATE

Recognize: First-tier with a special offer or surprise recognition.

INSPIRE

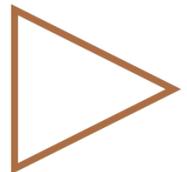


EARN

Such as: Staying at partner property for up to \$500

What else: see the What's Next email with particular information about points and how to redeem them.

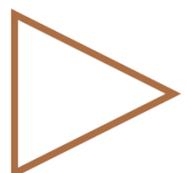
ENGAGE



BURN

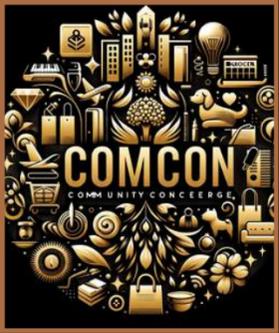
Customize rewards: Offer specific rewards based on the customer information.

AFFIRM



YEARN

"Only for you" Rewards



WHAT SUCCESS LOOKS LIKE...

MARKET PENETRATION AND CUSTOMER BASE GROWTH

2X customer
base

Expanding
Geographic
Reach

CUSTOMER LOYALTY AND SATISFACTION

80% retention
rate

25% enhanced
bookings

SERVICE DIVERSIFICATION AND INNOVATION

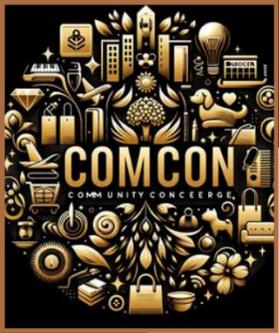
At least 5 new
service offerings

Innovative
Features –
chatbots, virtual
assistance, etc

SOCIAL IMPACT AND SUSTAINABILITY

Community
Engagement

Positive Reviews
and Testimonials



● Customer Loyalty Programs

●● Team Presentation

Thank you

For your time and attention

PRESENTED ON 5TH MARCH'24



DUMMY IMAGE

Appendix

Main revenue stream: commission ranging from 3–5%.
Membership future stream.

We will work with a commission rate of 3–5% on all our clients besides grocery shopping, which will have a commission of 15%