



Business Solutions

by Cassara Systems, Inc.

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After 30+ years as a technical analyst, 20 in corporate America for such companies as IBM, Caterpillar, Square D, Akzo Nobel, Rhone Poulenc (Union Carbide) and many others, I realized that the one most important thing that affects the bottom line is to track and analyze EVERYTHING in your business.

From your marketing to your sales, and surprising for most, your after-sales processes – these are all equally important to your success.

Even if you don't do your own marketing, you should know the analysis to ask for. For some reason, we tend to trust the ones doing our marketing, but what you don't know will hurt you. The companies that work closely with their marketing company increase their odds of success by as much as 90%.

What is also surprising to me is the number of clients that I come across who don't even know what a CRM is – why they should use it, why they should stay in touch with everyone in their sphere, what analysis is important to do (and how to use it), much less how they could use technology to increase both their before and after-sales income and therefore their bottom line.

Example: You use ads to bring in leads. The ads click through to a landing page. The lead fills out a form to get more information – a free strategy session or a download (doesn't matter). One of the easiest time savers is to then redirect to a survey where they are asked just a few questions to see if they are worth your time! If they profess not having a budget, or not knowing where they want to take their business, or having tried “everything” and “nothing” works for them – these are clues that they may not be a good use of your time.

Example: We know from statistics that it takes 8 to 10 “touches” from you to your lead before they feel like they know you and/or trust you – so one of the easiest ways to make a sale is to keep sending them good, solid information about the program that initially got their attention – but you have to know which program or ad brought them in and tailor the information to that.

Very simple additions to your web site can exponentially increase your income very quickly. eCommerce and Scheduling are the most common things we add.

Example: Landscapers can offer products to their customers such as high quality soil, seeds, and even irrigation systems – the customer picks the level, footage, etc. and the install date selections that fit their schedule. The company gets a text and voila! They have a project that they didn't even have to go out and sell! Or they can put a collection of beautiful images for flowering bushes for the client's selection and again, a schedule. Such an easy way to increase and STABILIZE their income.

Example: Pet or people sitters or medical based home services can have their clients go on their customer portal and set up schedules that work for them every week or month, PAY a deposit or the full amount for them, and get text message reminders to the client AND the caregiver or tech – plus a mobile based calendar for them. This leaves less room for missed appointments and means better customer satisfaction, which results in an increased income (from less missed appointments and from better customer satisfaction – so more repeat appointments).

NOTE: We have done the research and have found the best eSignature software out there, just as we've done (or will do) the research for any other type of software you might need.

Example: HVAC companies can offer monthly subscriptions that cover check-ups, again, stabilizing their income. When people can go on the company website and make their own appointments, they avoid that phone call where they have to go through a maze of selections to get it done – and they can do it at midnight if they want to.

Actually, the same for doctors – and when they implement website scheduling and text message reminders, they lower their no-show rate by 80%.

Example: When you have a CUSTOMER PORTAL, you can have your clients go in and set up their payment info through one of the major processors (we tend to use Authorize.net the most). They provide you a portal where the client enters it directly and securely (encrypted) and YOU NEVER HAVE TO TOUCH THEIR CREDIT CARD INFO, therefore you are NEVER LIABLE if their information gets stolen!

Example: We've tested and can tell you many successful marketing programs, which ones fit and make sense for your business, and if you choose to do all the work yourself, we can give you better posting options than Hootsuite, which charges \$50 per report – you should never skimp on the reporting. It's the most important part!

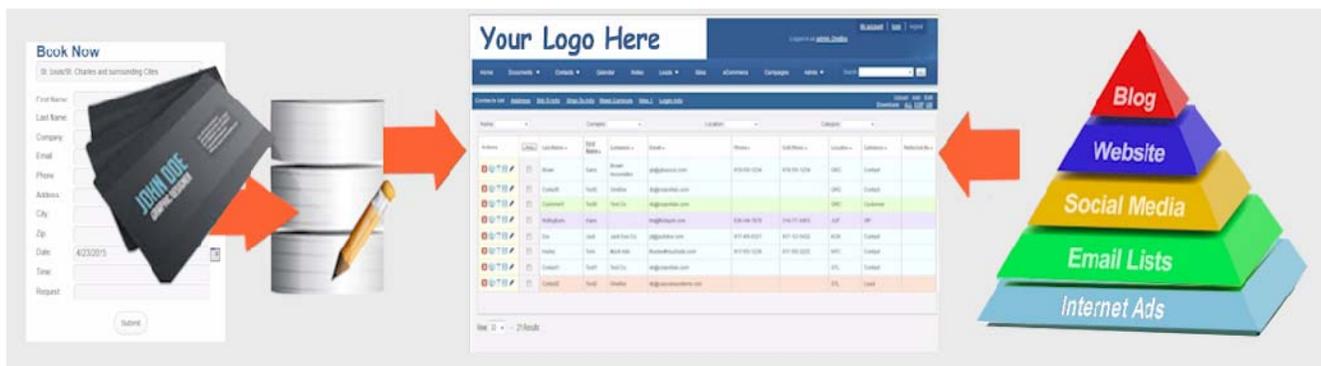
NOTE: You should always set up a Google Analytics account on your website and know how to read it! We will help you with that and security issues as well, especially Wordpress concerns.

We have done, and still often do, the research for website (Wordpress included) add-ons, sometimes with the client deciding they need to go custom instead, and then developing it for them. We keep a lot of programmers employed, and since they work from home, they work inexpensively and we pass those savings on to you, our customer.

We provide our clients with a basic CRM (1-Box Contact Relationship Management) that includes the business processes they need, all on one Dashboard. This ensures that you stay in touch with your leads and clients/customers, and that you can track anyone from lead to client to after-sale customer again and again!

You can also track anything else you need, from Orders to Inventory and select the Invoicing module that updates to Quickbooks – this prevents entering the same information over and over. Tracking appointments through fulfillment is a huge use of this system – again, that cuts missed appointments by 80-90%, reportedly.

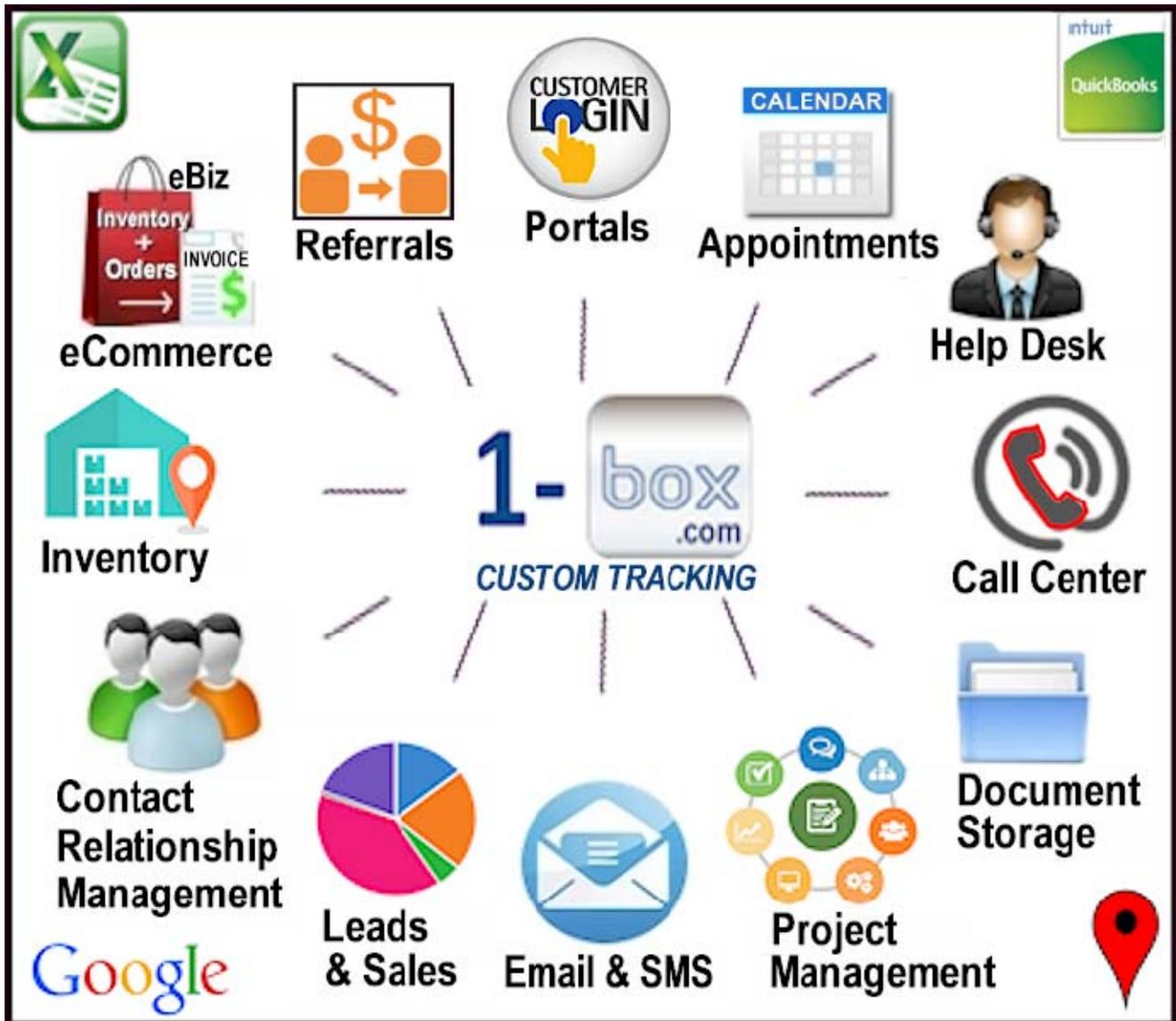
This system (1-Box) allows for access levels, so the admin sets who can see what, who's available to fulfill an appointment, who can upload documents in the Cloud Storage (or Document Repository) for salespeople, Compliance or Customer Satisfaction departments to email out.



There are literally no limits of what you can do from a technical standpoint to save you time and therefore money, increase and stabilize your income, increase customer retention, increase brand loyalty and even set up Apps that, for instance, let your peeps know that you have a special or coupon when they are within range of your store (you set the range).

All you have to do now is
Set up YOUR free Strategy Session
at <http://1-Box.com>.

Below are a few of the modules available in the 1-Box System.
There are tons of integrations, too!



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