



PROJECT SUMMARY

Ref No.: MRIC-PCS-2202	Title: Click n Find
Local Company: GeoTech Solutions	
Project Leader	
Mr Mohammad Sulaiman Cadoo	GeoTech Solutions
TECHNICAL ABSTRACT	
<p>Click N Find is an integrated digital platform that connects businesses with customers throughout the customer lifecycle. It enables businesses to boost sales and retain their customers while optimizing their expenses. The following points describe how the integrated infrastructure supports the customer journey from just a simple anonymous web browser to a fully engaged buyer.</p> <ol style="list-style-type: none">1. Awareness<ul style="list-style-type: none">- Users can query and search for businesses- Newsfeed/AI powered ads targeted to potential clients2. Research<ul style="list-style-type: none">- Direct access to detail information, geolocation and social media pages- Ability to explore businesses through interactive virtual tours- Easily compare businesses based on criteria such pricing, facilities or ratings.3. Contact & Purchase<ul style="list-style-type: none">- Get in touch via different means (e.g. instant messaging, video call, phone call, email, social media)- Ability to make online purchases/bookings from linked e-commerce platform/online booking system4. Retention & Loyalty<ul style="list-style-type: none">- Ability to follow businesses and receive updates (for e.g. newly arrived products)- Notifying people of promotional offers- Online survey to meet rapidly changing demands of customers- Milestone rewards based on points5. Advocacy<ul style="list-style-type: none">- Recommend products/services via reviews- Invite people within social circle to follow businesses	
Key Words: Ad Tech, integrated digital platform, customer-centric technological solution	