

New co-mobility services:

How to expand the customer base?

Wocomoco 2016

Johannes Grünenberg
-Int. Sales Manager-



Overview



1

Market Perspective

2

Customer Perspective

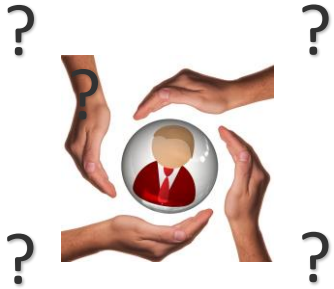
3

Technology Perspective

Market Perspective



Customer Perspective



(New) Customer Information Base – what is known?

Which apps are being used?

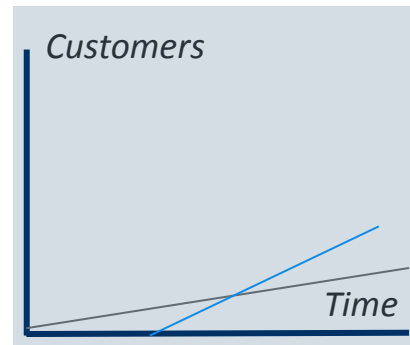
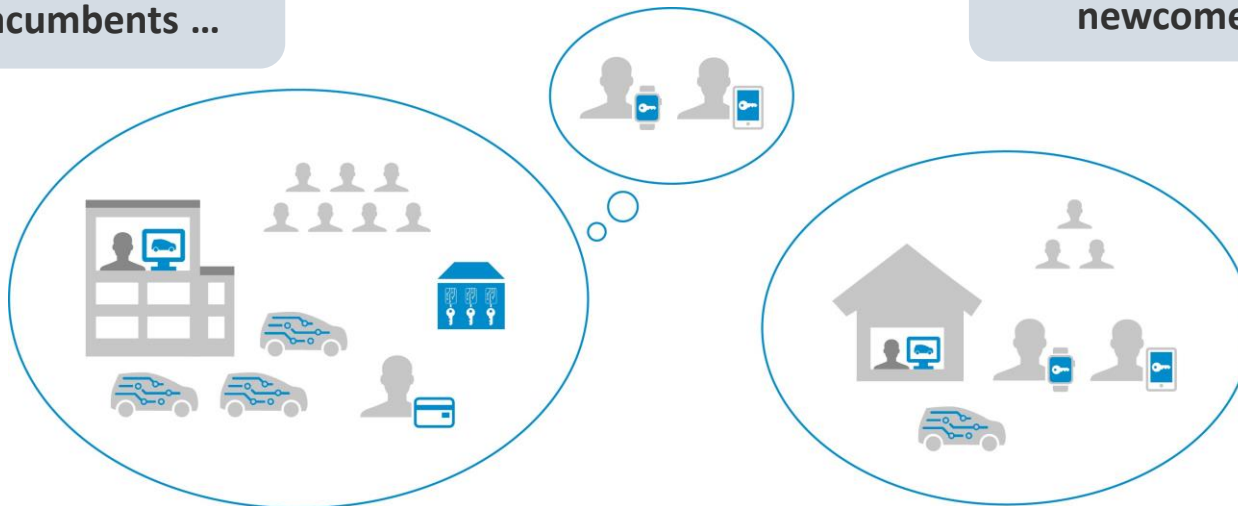


Ease of customer onboarding...

Incumbent Suppliers vs Newcomers

Challenges for Incumbents ...

... are chances for newcomers?



INVERS Modular Software Infrastructure

MVP add-on Functionalities

The minimum viable product (MVP) functionalities enable operators to **start quickly** with their carsharing project. During the growth and scaling phase the operators **maintain flexibility** by adding additional components to the MVPs.

Customer Management

Customer Messaging
Customer Activation & Marketing
Reinforced Processes solving daily operational issues/ damages / surcharges etc.

Internal Operational Workflows

Ticketing Systems
Standard Processes
Call-Center

Native Mobile Apps

Reporting

New Customers

Acquisition and Retention

Core Functionalities

Proven features, workflows and functionalities based on 20-years of carsharing experience.

Booking Engine

Right Management

Central Data Management

Customer Data
Vehicle & Tech Data
Location Data

Cost Center

Tariff Calculation
Billing
Payments

Technology

Communication
(INVERS + OEM)
Monitoring/Troubleshooting

Integration Service / Export / Web Services

External Tools / Customer Developments

CRM

Workflow-Tools (e.g. Podio)

Own Developments

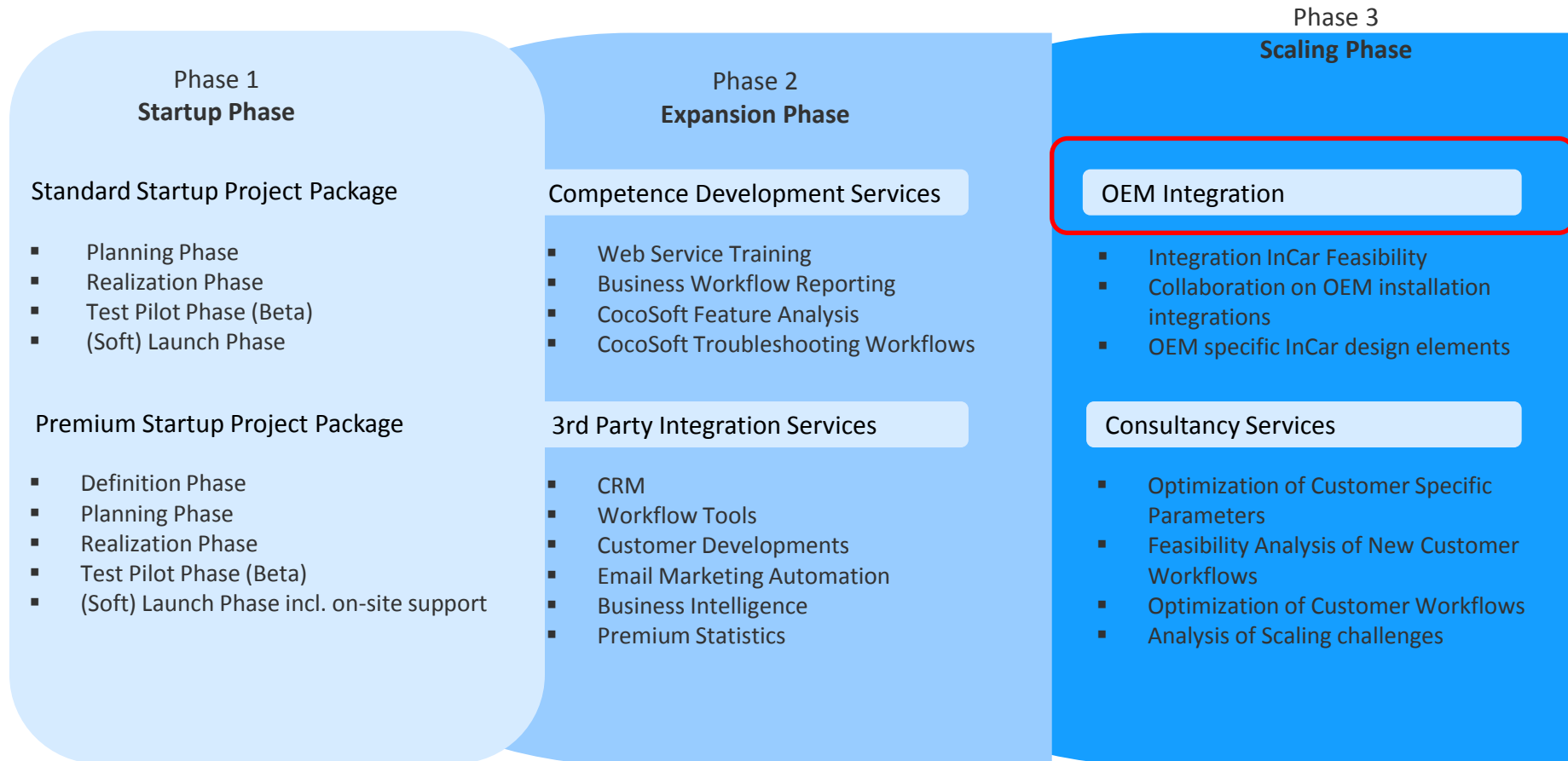
E-Mail Marketing

Marketing Automation

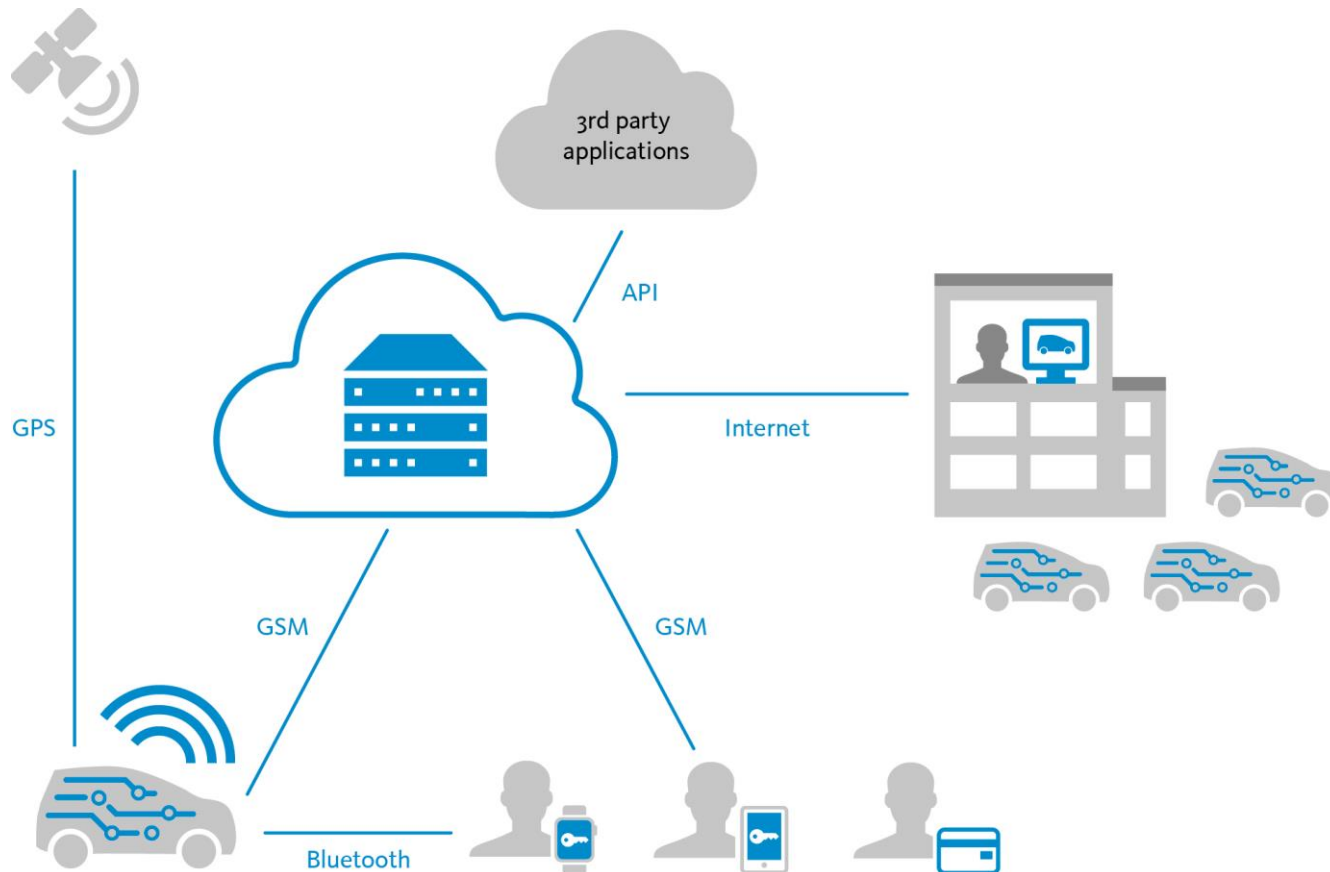
Business Intelligence

etc.

INVERS Project Services



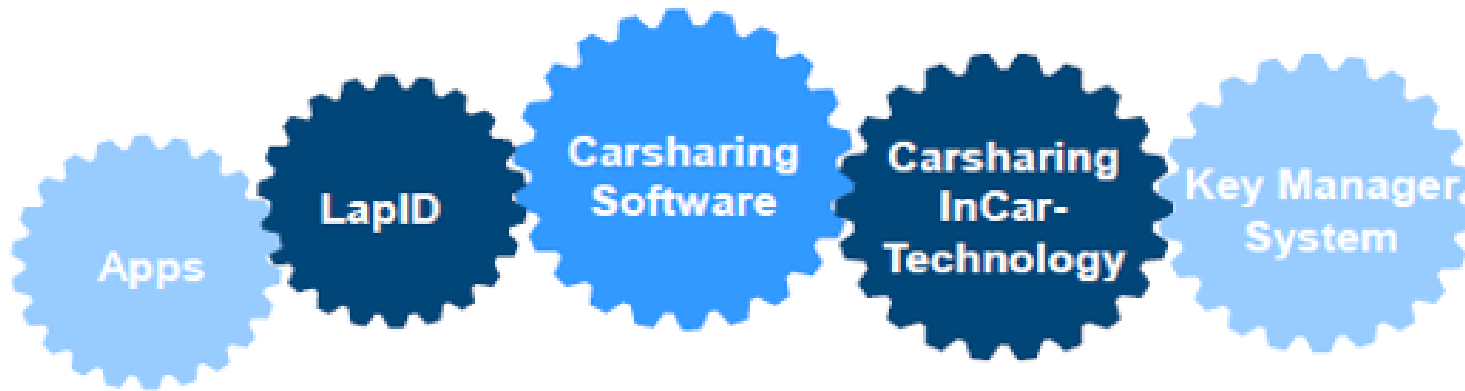
INVERS – The Newcomer’s Peace of Mind



INVERS Product Portfolio



Products



Proposition

Fast time to market

Best practice experience

100% multimake offering

Proven and scaleable platform

Modular Architecture

100% developed in Germany

Thank you for your attention.



INVERS GmbH | Untere Industriestraße 20 | 57250 Netphen (Germany)

www.invers.com | info@invers.com

Telefon +49 (0) 271 2 38 88-0 | Fax +49 (0) 271 2 38 88-29