## **INVERS**



New co-mobility services:

How to expand the customer base?

Wocomoco 2016

Johannes Grünenberg -Int. Sales Manager-



### **Overview**







## **Market Pespective**











### **Customer Perspective**





(New) Customer Information Base – what is known?

Which apps are being used?









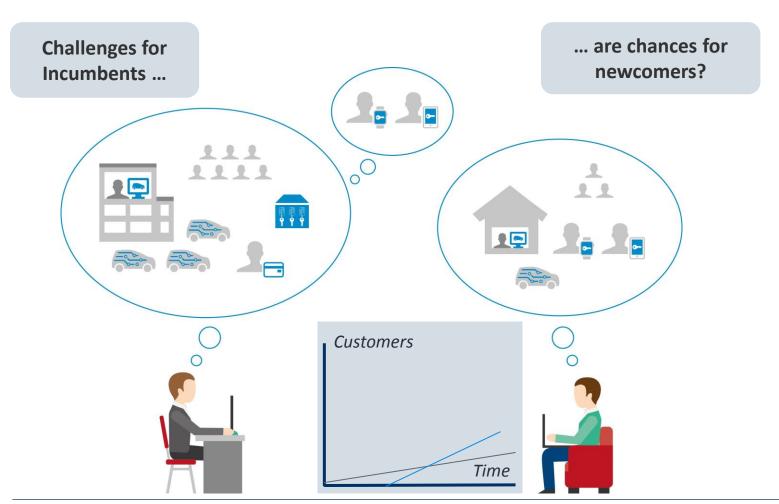
Ease of customer onboarding...



### **Technology Perspective**



### **Incumbent Suppliers vs Newcomers**





### **Technology Perspective**



### **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

### External Tools / Customer Developments

CRM

Workflow-Tools (e.g. Podio)

Own Developments

E-Mail Marketing

**Marketing Automation** 

Business Intelligence

etc.



Services

Export / Web

Service

ntegration

### **Technology Services**



### **INVERS Project Services**

### Phase 1 Startup Phase

#### Standard Startup Project Package

- Planning Phase
- Realization Phase
- Test Pilot Phase (Beta)
- (Soft) Launch Phase

#### Premium Startup Project Package

- Definition Phase
- Planning Phase
- Realization Phase
- Test Pilot Phase (Beta)
- (Soft) Launch Phase incl. on-site support

### Phase 2 **Expansion Phase**

#### **Competence Development Services**

- Web Service Training
- Business Workflow Reporting
- CocoSoft Feature Analysis
- CocoSoft Troubleshooting Workflows

### **3rd Party Integration Services**

- CRM
- Workflow Tools
- Customer Developments
- Email Marketing Automation
- Business Intelligence
- Premium Statistics

#### Phase 3

### **Scaling Phase**

### **OEM** Integration

- Integration InCar Feasibility
- Collaboration on OEM installation integrations
- OEM specific InCar design elements

#### **Consultancy Services**

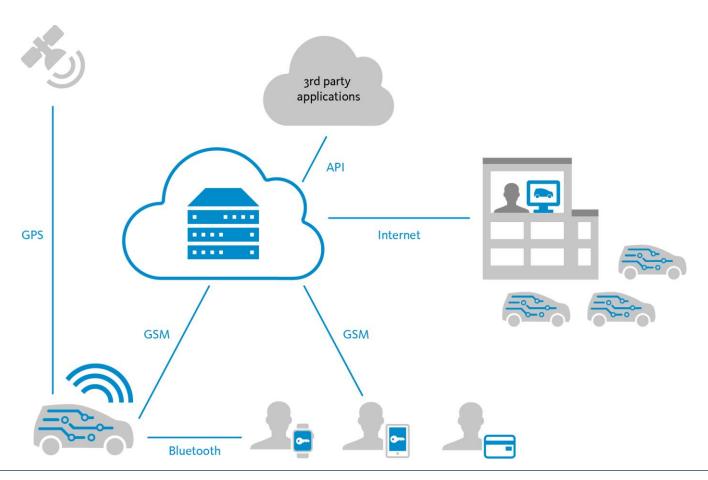
- Optimization of Customer Specific Parameters
- Feasibility Analysis of New Customer
   Workflows
- Optimization of Customer Workflows
- Analysis of Scaling challenges



## **Technology Perspective**



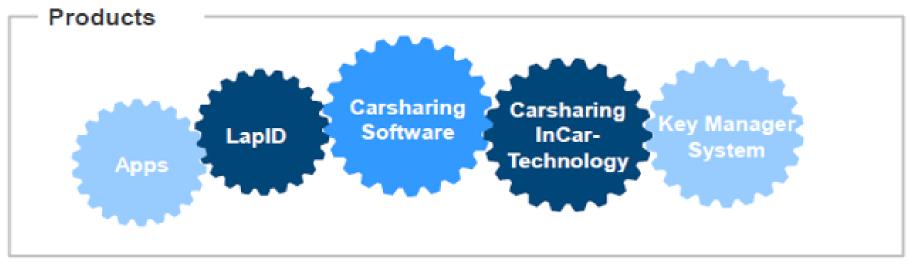
### **INVERS – The Newcomer's Peace of Mind**

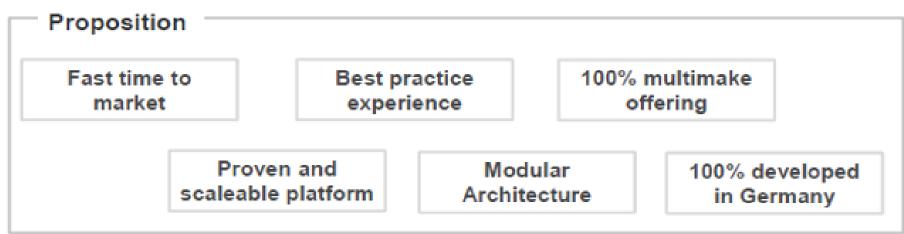




### **INVERS Product Portfolio**



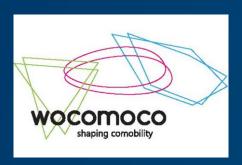






## **INVERS**

# 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