

+fooop! CONNECT

+fooop! connect (pla-hoop connect) is a O2O marketing platform that offer all the solutions needed to energize the “City” (or shopping facility).

Through the smartphone application, +fooop! connect offer features such as newsfeed, points, coupons, tweeting, SNS linkage, recommendation, and much more.

From acknowledgement to purchasing, +fooop! connect support action that consumer take in order to provide total solution. Moreover, consumer behavior analysis is available to plan the best suited promotion to each consumer.



“ When, Who, How, What ”
 Knowing the preference and behavior will lead to productive measure.

Member Management + CRM Feature

Realization of sales growth and customer loyalty by visualizing the behavior and preferences of the visitor

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Features

With +fooop! connect, a client can select the features that they want to show in the application. One example is to utilize "Member Management" and "Basic Information" as a base feature and combine with "Coupons", "Recommend", and "Tweet". Various combination is available to create unique smartphone application.



Member Management

Management of smartphone app user. User will have access to coupons and points when they become a member.



Basic Information

In addition to store name and phone numbers, information such as news, maps, and coupons can be distributed.



Newsfeed

News from the store and customer tweet will be displayed. Both will be interesting information for customer and shops.



Favorite

Users will get quick access to latest information on their favorite shops. In shop perspective, data on who is interested in their shop, will be available to utilize in CRM.



PUSH Notification

PUSH notification of latest news or offer can be sent from the shopping facility or shops.



CRM Feature

Utilize member and behavior data to set a target group who will be more interested to receive the message from certain shops.



Tweet

View or tweet about the shopping facility or specific shop. Communication will be generated between customers, and between customers and shops.



Points

Customers can earn points by visiting the shopping facility. Points can be exchanged with incentives, and point based membership level program will be available.



Coupons

Coupon can be distributed per shop and can be used by passing smartphone over the terminal, and coupon usage data can be used to analyze the effectiveness of the coupon.



Maps

Map will support customers to arrive to the desired location smoothly. Current location will be displayed utilizing GPS or Wi-Fi.



Location Positioning

Current location within the facility can be displayed even in a place where GPS cannot be reached, by utilizing Wi-Fi. *Android Only



Stamp Card

Customers can collect stamps on the application for their frequent visit to certain shops, and earn special service. *Requires a store tablet



Recommend

Valuable information tailored for each member (such as news and coupons) will be recommended, to lead customers to reach to their desired value.



Survey

Customer survey can be generated and sent out. Results is a potential source data to develop more tempting shopping facility.



Waiting Info

Customers will receive PUSH notification when their seat is available so they do not have to line up. Furthermore, estimated waiting time is available.

Coming soon

Images of +fooop! connect

