

MITECH PARTNERS, LLC

FOCUS GROUP FEEDBACK & NOTES MITECH APP

FEBRUARY 10, 2018



CONFIDENTIALITY STATEMENT

All information that is contained in this document is confidential and proprietary in nature. This document may not be distributed, edited, copied, or shared with anyone outside of the Mitech Partners, LLC organization without the written consent of Mr. Bill McCleskey, Founder. Information contained within this document may include strategic initiatives, processes, procedures, and other core tasks that can be severely impacted when unauthorized distribution of said item is executed.

It is agreed upon once opened, the user(s) that access this document will assume full liability and protect all information that is not for public consumption as proprietary and confidential. In the event of unauthorized release which may include, at a minimum, disciplinary action and up to termination of partnership, employment, civil, and/or criminal penalties.



Focus Group Notes – February 10, 2018 Session

The purpose of the focus group was to provide an update on the application's progress and to highlight several pieces of the application built out. The application is still in the development & design stages of the project and is not fully available for comprehensive testing or consumption.

- Goal of the application is to streamline the process of procuring Mitech services for businesses and generate an additional way for businesses to get services.
- 'Expedia' of telecom
- Executed using API's within the back office and potentially carriers

- Current business environment and need justification for the app
 - o Businesses are required to call and talk to a person on the phone to get the necessary services we offer (e.g. internet, phone, cable, and IT services)
 - o Commonly results in excessive hold times, order confusion, poor customer/client satisfaction and a greater chance of churn
 - o By using the core S.O.S. Model (Shop / Order / Support), this would eliminate the need while providing a minimum viable product (MVP) to the end users which will lead to much higher satisfaction rates and low churn
 - o Target of the app is for new clients; existing ones potentially in the future as well

- Telarus is the master agency that has a partnership with over 100 carriers; can be used to get quotes since they have their own API and can be embedded into the application

- Application process and screen presentation
 - o Enter zip code (required field)
 - o Email address (required field)
 - o Services interested in
 - Phone/Voice, Internet, Television Service
 - IT Services are not currently on there but is suggested to have included

- **Suggestion 1:** Fix wording on the left side when starting the quotes; clear up and refine the purpose; move farther down the funnel (positioning opportunity)
- **Suggestion 2:** Apply Google Maps for address capture instead of the zip code; alternately apply the USPS function for address capture

- Key notes/takeaways from the demonstration
 - o Contact and support page will be available; potential for a 'Live Chat' function and email support

- Telarus queues up the quotes when the application connects with the back office – usually 30-60 seconds at most
 - Educate next steps in the process; UP SELL & CROSS SELL opportunities
 - Follow-ups are required regardless if it is done via email or phone (confirm order accuracy and ensure client satisfaction?)
- **Challenge 1:** How would Telarus function with multiple hits to the quoting system? How would that impact capabilities and capacities of the application?
 - **Challenge 2:** How many providers should be given back to a potential client and how should they be displayed back to them (filtering of results)?
- **Goal of the application:**
 - Provide Options >> Give Competitive Pricing >> Client Orders Through Application
 - Client can make multiple options and be able to store the services on the application to expedite search processes and complete orders later.
- **Suggestion 3:** Database pinging should be done on a weekly basis instead of a monthly occurrence due to specials changing frequently with carriers; also suggested by Telarus
 - **Suggestion 4:** Provide an opportunity or way for potential clients to come back to the app after starting a quote/order
 - *Suggested this can be achieved through a reference number ID or unique ID with a link attached (preferred option) in an email*
 - *Can be done also through cookies stored within the browser*
 - *Alternately, can be linked to the email address tied to the reference number generated (CRITICAL ISSUE)*
 - **Suggestion 5:** Terms & Conditions and legal for cookies are needed for the implementation of them onto the website; also language built in for quoting as prices are good for 30 days and are subject to change.
- **Goal of the new application** is for order automation; where the user's order(s) goes straight to the carrier
- **Opportunity:** log into one's account to submit trouble tickets, billing questions, and other account support needs
 - *Challenge of the approach is to have every account in the back office and platform scaling*
- **Projected Timeframe:** Summer/July 2018
 - Will lead to cost reductions to gain new business
 - Activate marketing campaign sometime in May 2018 to promote the application.