



CRM

Build A Bridge between You and Your Customer

Cloud Service & Big Data Business Group
Galaxy Software Services Co., Ltd
Nov. 20th, 2019





Cost of acquiring NEW CUSTOMERS and Ads is getting higher.



O2O CUSTOMER BEHAVIOR are hard to fulfill and satisfy.

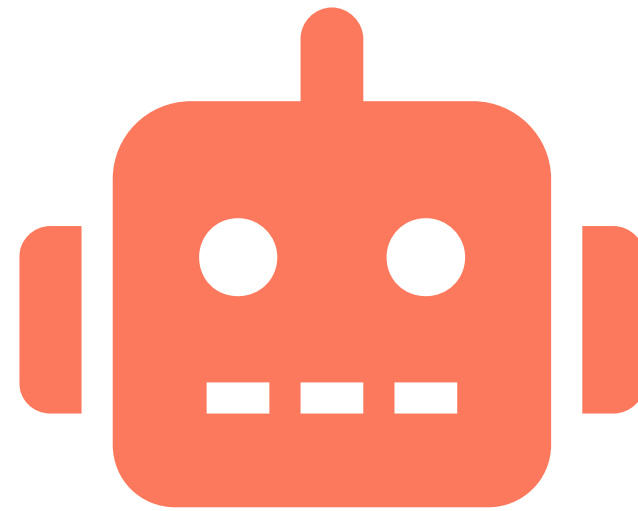


Building up CRM for SMEs costs high and time-consumed.

A **Cost-Effective** CRM SaaS Integrating customer data from **Omni-channel**



Omni-channel customer data integration.



AI assistant Making Money.

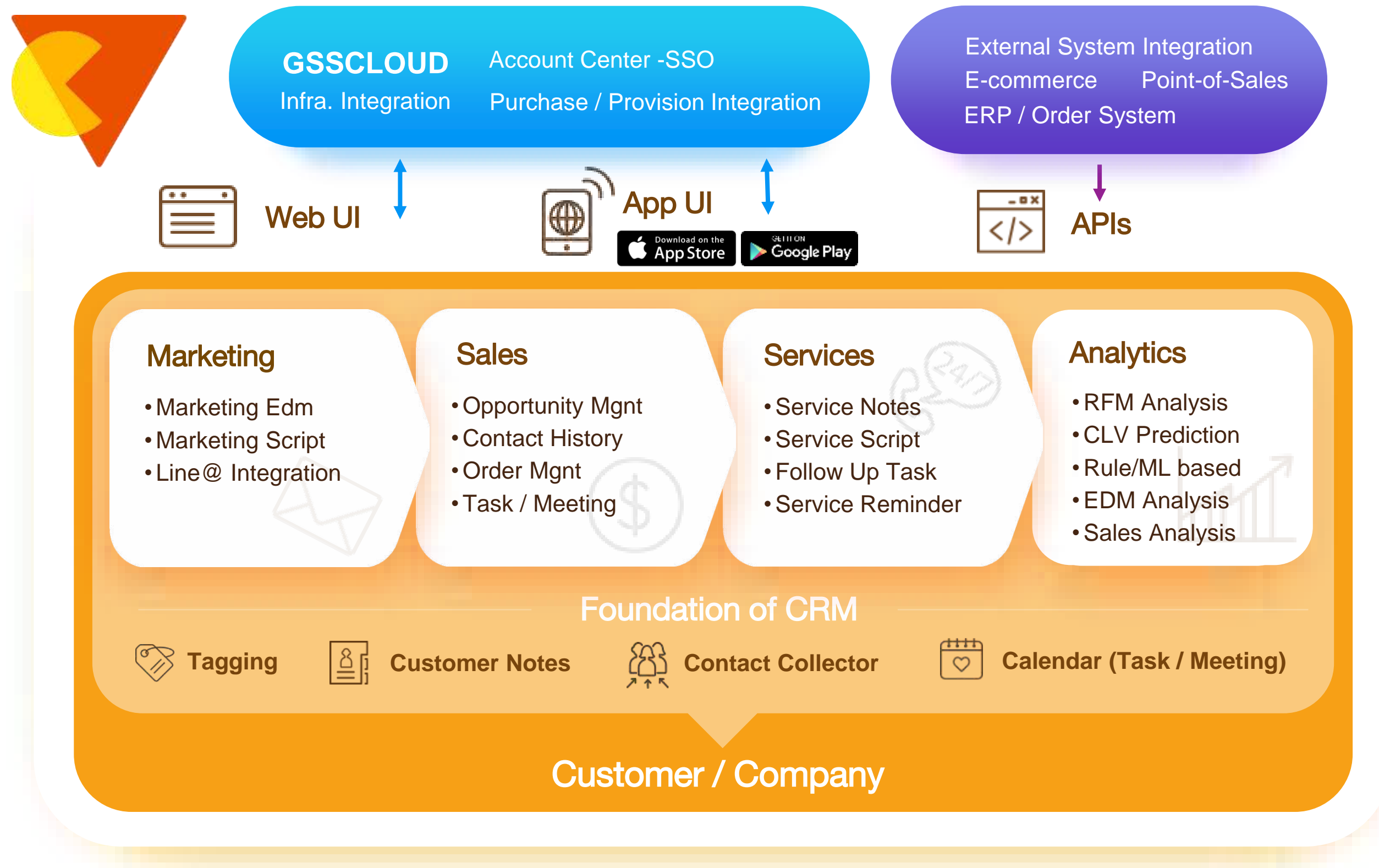



Fast implementing Saving Money.



Cloud Services

CRM | Vital CRM Features Building Blocks





Melanie Seite
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[Income Level/\\$30,000 to \\$49,999](#) X
[Industry/Students](#) X [Interests/Sports](#) X

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NewsOpportunityOrder

Communication RecordsAudit Log

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Lycoris Saunders
2019/09/04 00:00
Internal / [Melanie Seite](#) [Done, Call Inquiries](#)


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Lycoris Saunders Created on 2019/09/04 00:00

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003cb267ce834279a6be6749bbe

Home address  No. 9, Lane 31, Jianguo 1st. Rd., Sinjhuang Dist., New Taipei City, Taiwan (Primary)
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Age 23 Years Old
Gender Female

Modify by guest
Last Update 2019/09/16 21:38
Created by Chris Selesnick
Created on (time/date) 2019/06/23 10:07

Case [Edit](#)
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360° Customer View

Preference

New Engagement

Networking

Order History

eDM

SMS

Important Date

Marketing Script

Events

Opportunities

Calendar

Notes

Social Messages

5



CRM



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林果良品

Men Shoes & Accessories

Challenges

- Hard to encourage male customer to repurchase
- Remain the balance between providing both professional and personalized service as they grow.



One-time buyer
Problem



Hard to encourage
customer to
repurchase



Increasing
Marketing &
Service cost





CRM



ORINGO
林果良品

Insight to Action

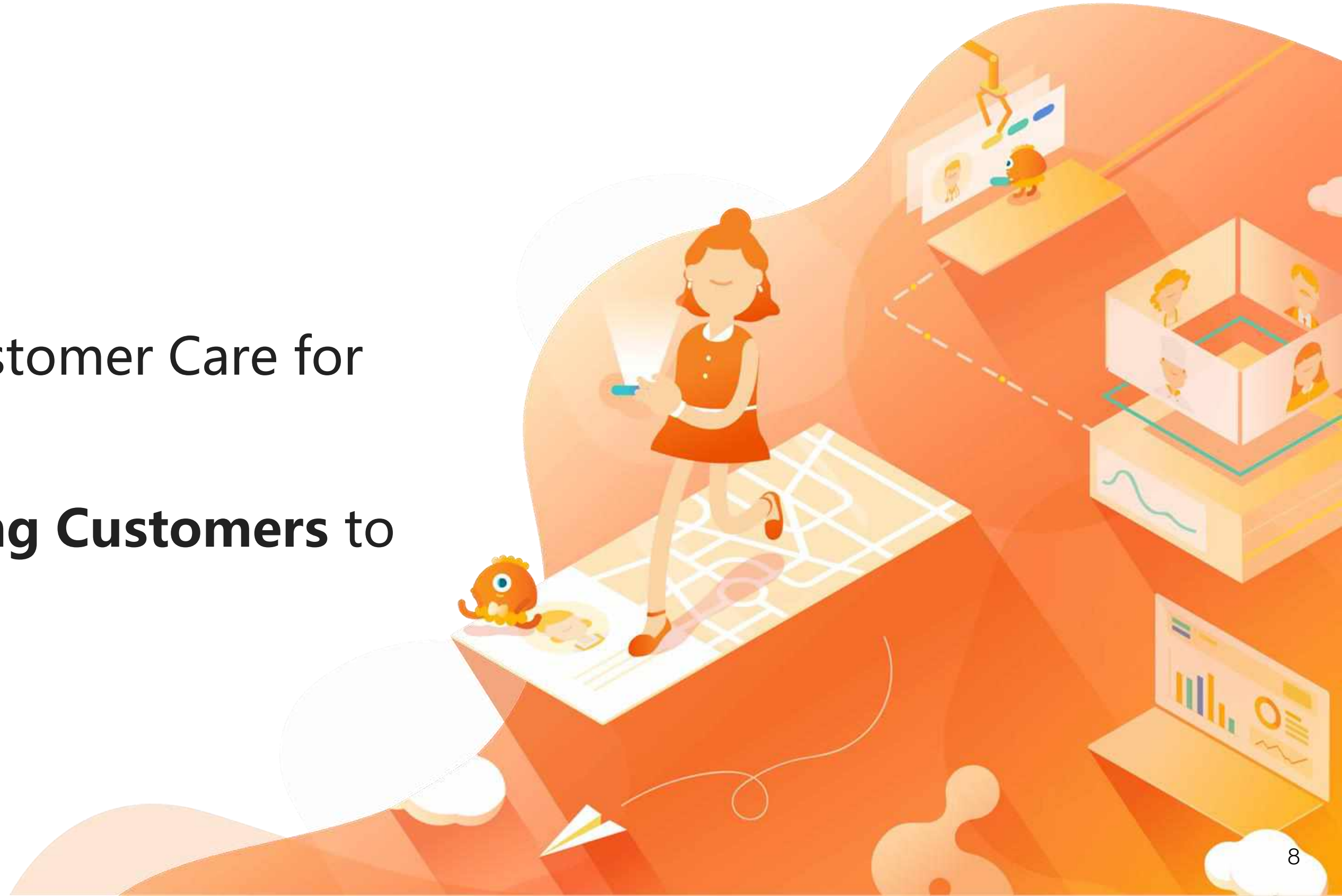


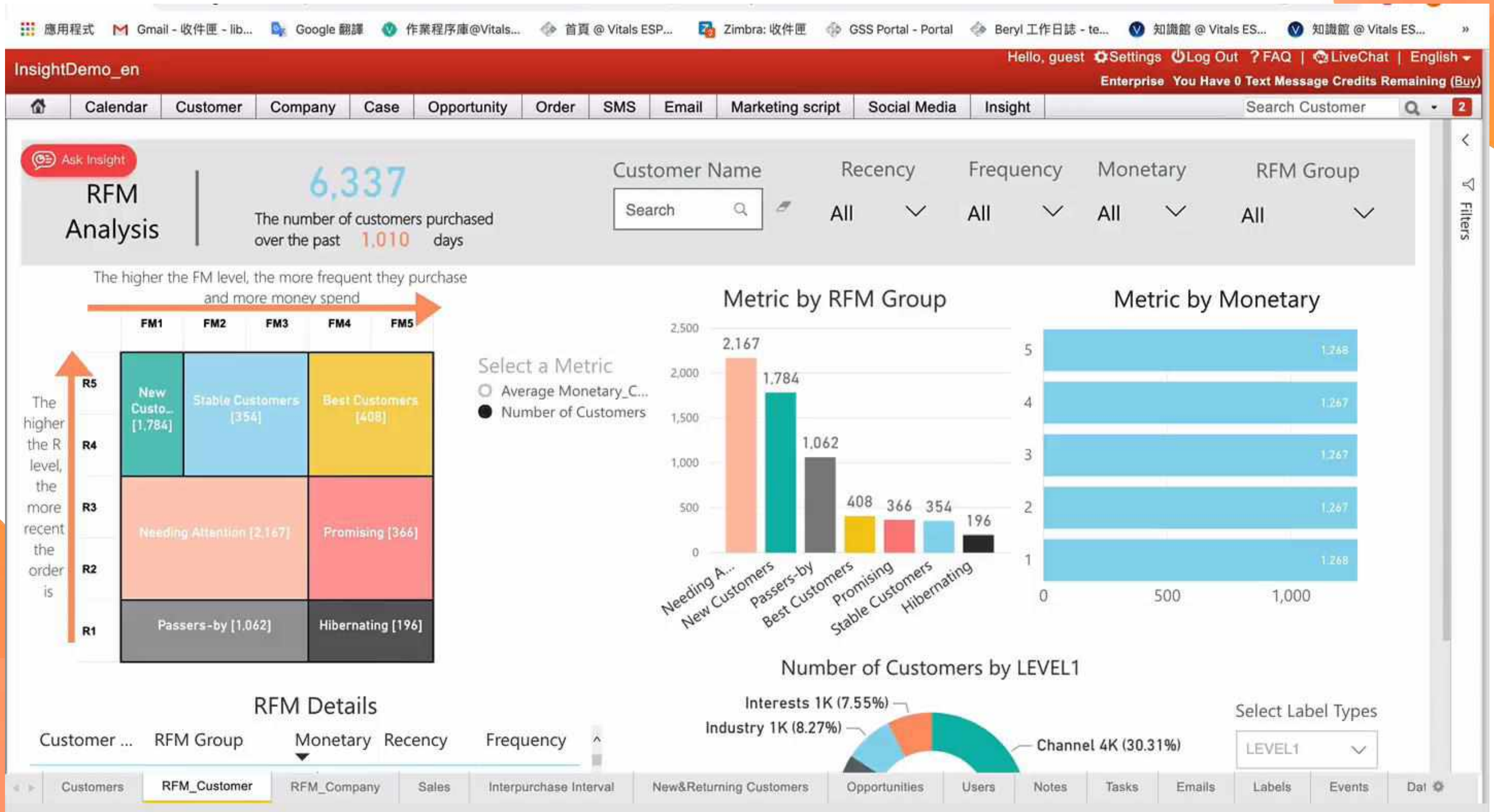


CRM

DEMO

1. Personalized Customer Care for **New Customers**
2. Target only **Swing Customers** to Repurchase



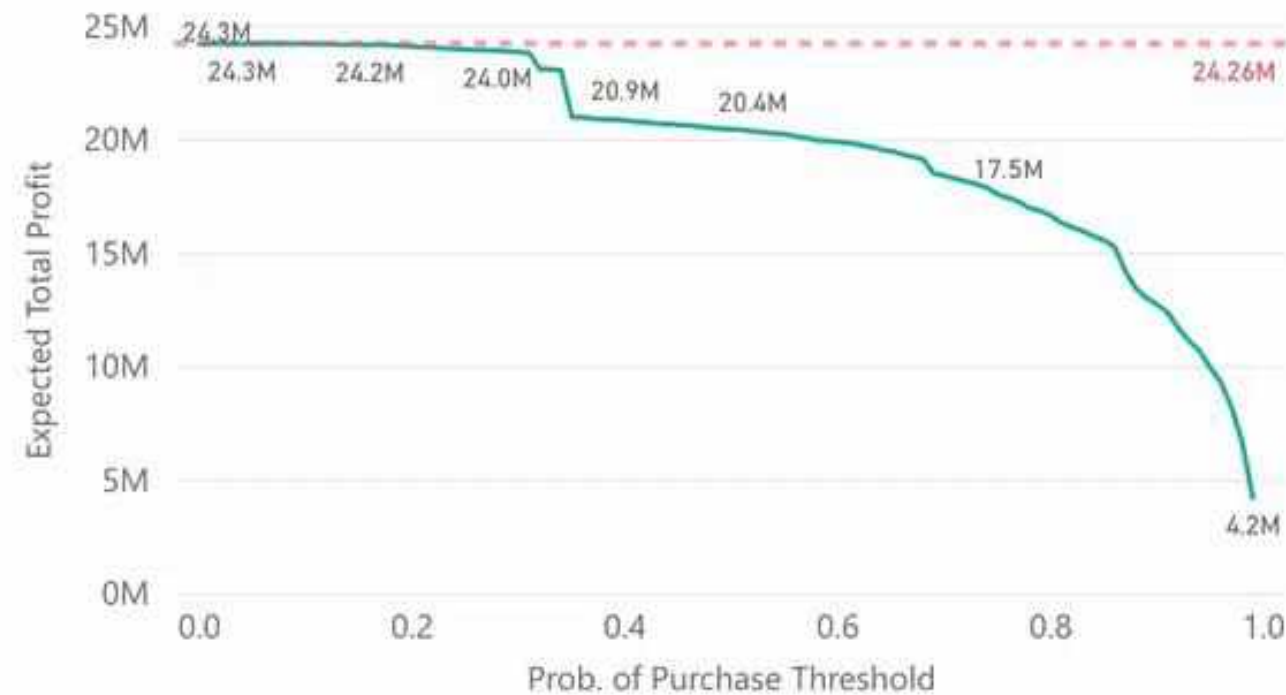


STEP 1: Key in Marketing Cost

Cost (per capita)

999

Choose the optimal threshold



0.04

The Optimal Threshold

24M

The Maximum Profit

STEP 2: Select More Likely to Respond Customers

Prob. of Purchase > (%)

35

Cost-Benefit Analysis

37M

Expected Revenue

21M

Expected Profit

16,329

Expected Customers

1.29

Cost-Benefit Ratio

STEP 3: Target Customers with Follow-up Marketing Campaign

From Insight to Action

Target Customers List

Customer No.	Predicted Prob.	Revenue(Exp...	Profit(Exp...
26e133745ea44e...	0.35	1,799	800
fe556285caa24d...	0.35	2,251	1,252
a1c9544ed0974d...	0.35	570	-429
dbc4409d910d4a...	0.35	1,099	100
566cc5bad46141...	0.35	120	-879
173f2ef61afb4ce...	0.35	968	-31
389bcfdf1d1b48...	0.35	580	-419
6ba2657602b140...	0.35	649	-350
Total	13,504.18	37,343,009	21,030,338

(Advanced) Do not Target those who are Extremely like to Buy

Remove Prob. of Purchase > %

90

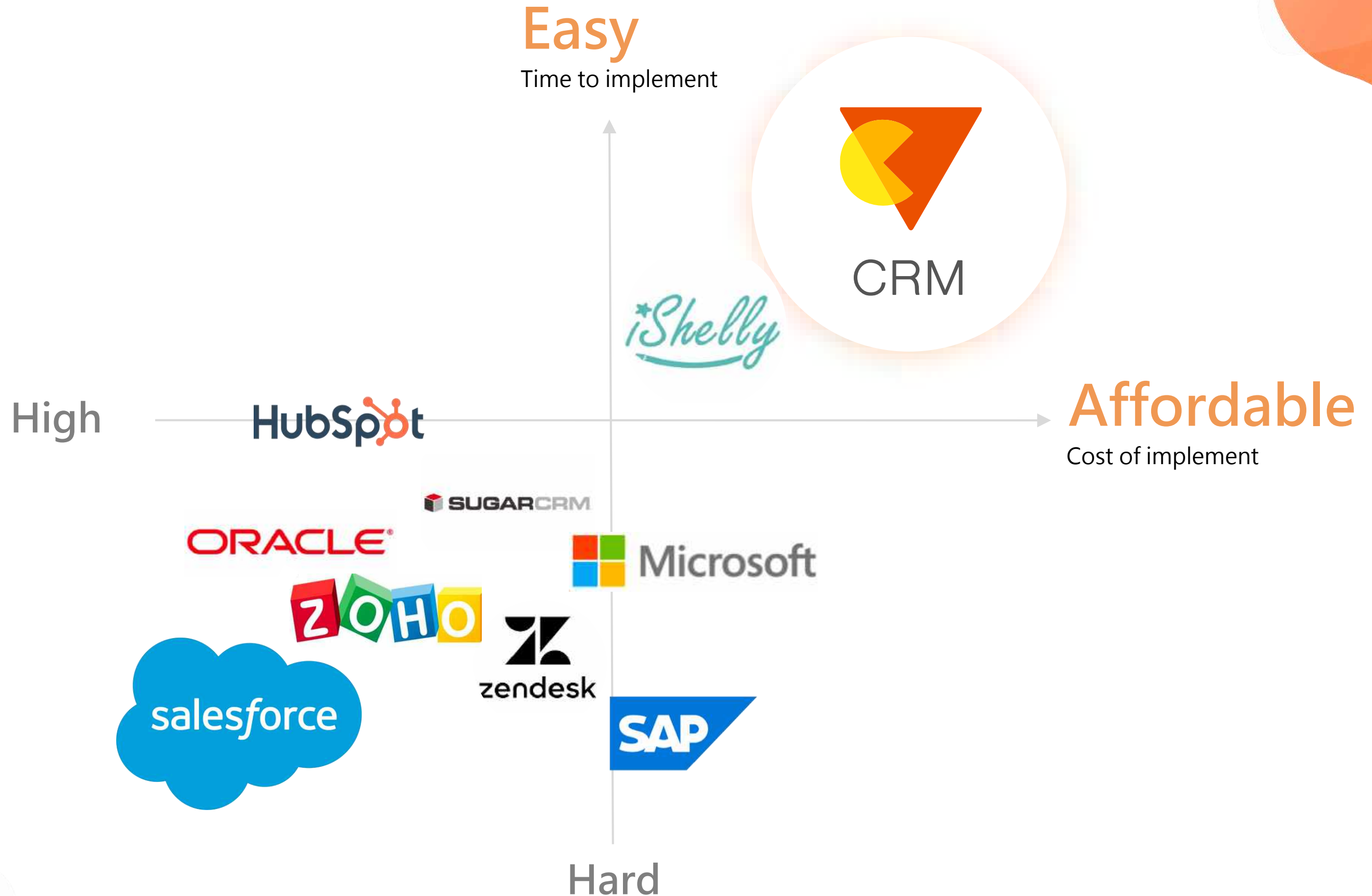
28M

Expected Profit



CRM

Competitors Analytics





	Vital CRM	SAP	Salesforce
Insight to Action	Win	weak	fair
Tagging for Customer	Win	weak	weak
Task Management	Win	fair	weak

We've Awarded by

Gartner[®]

Gartner CRM Vendor Guide
Listed in 2017, 2018



台灣精品 2018
TAIWAN EXCELLENCE

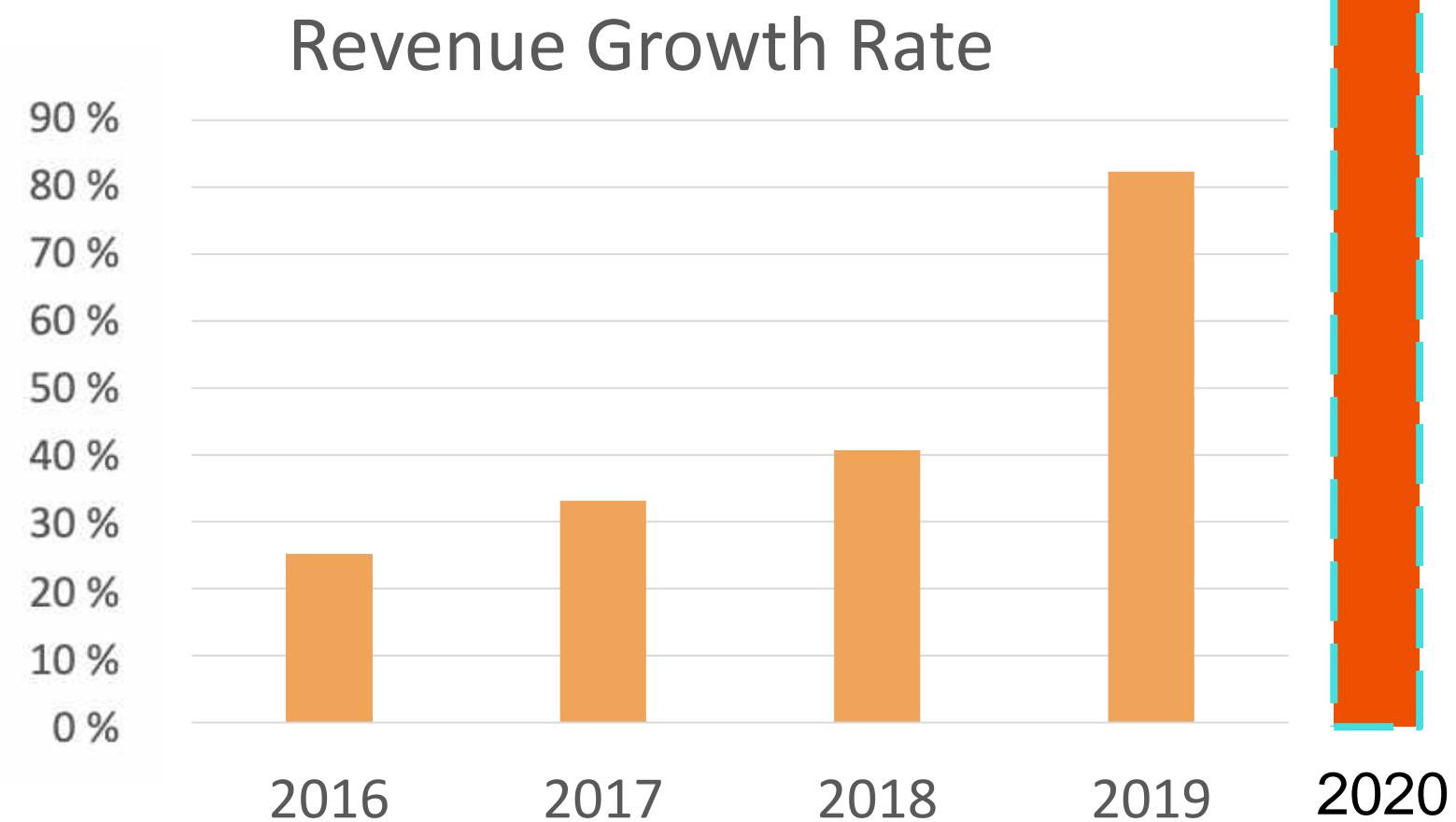
Taiwan Excellence Awarded

2017 v.s. 2018

40.70% ▲

2018 v.s. 2019

82.33% ▲

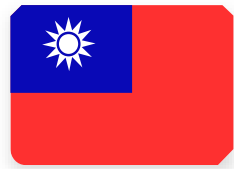




CRM

Market Size (US\$)

Target Market : emerging Asia Pacific countries



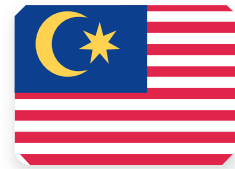
Taiwan

1,000+
Customers



Thailand

20+
Customers



Malaysia

5+
Customers



Vietnam

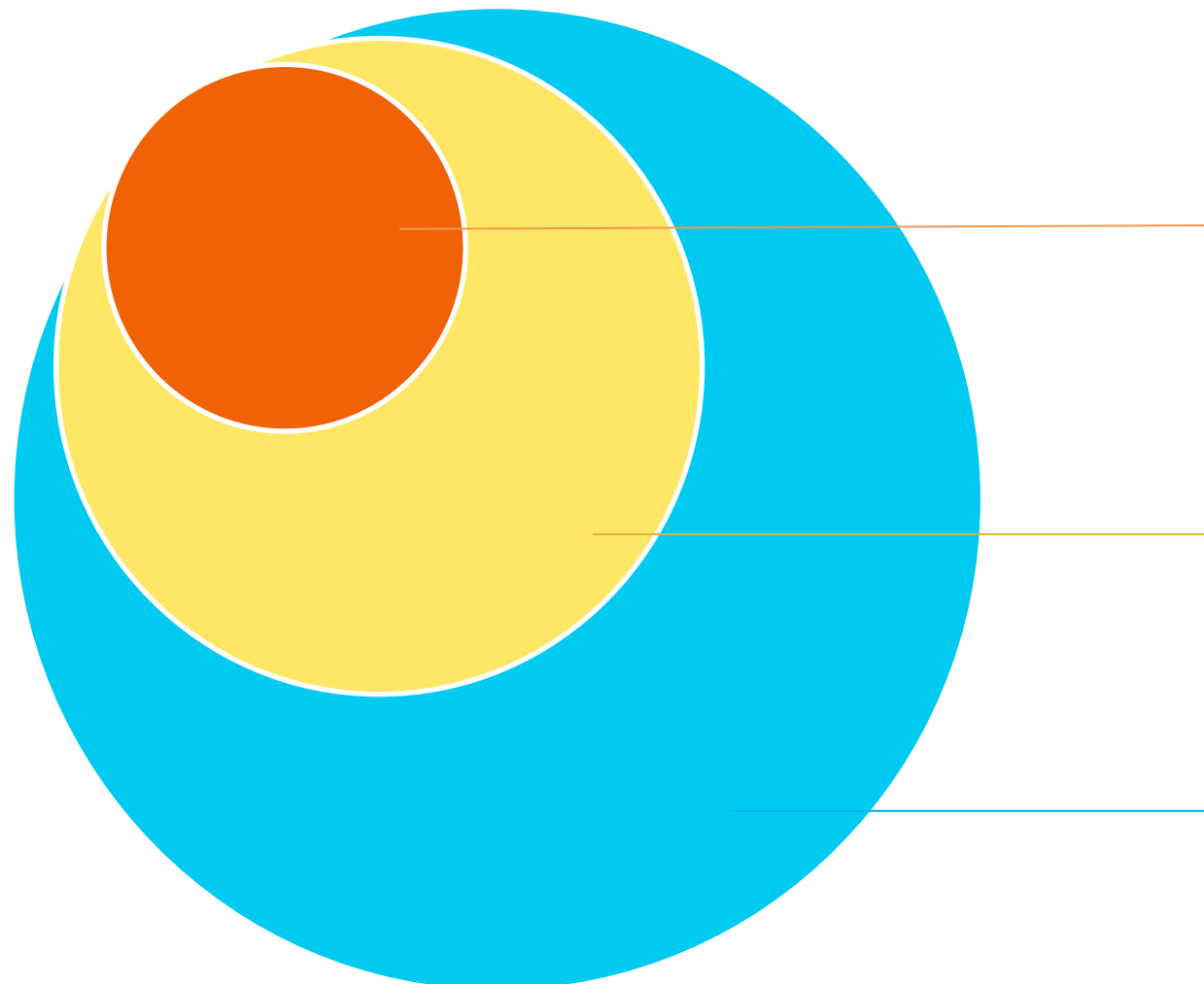
5+
Customers



Singapore



Indonesia



2018 Target Market Size

Serviceable and obtainable market

\$882M

2018 CRM Market Size (Asia Pacific)

Serviceable Available Market

\$6,215M

2018 CRM Market Size (Worldwide)

Total Available Market

\$48,230M

(Gartner 2018)



CRM

Business Model (US\$)

We take **\$12K** for annual subscription fee at
customer acquisition cost \$1.5K
churn rate 20%

\$882M

Target Market Size

Serviceable market

10K

Number of Customer

500% growth

\$42M

Projected Revenue

5% of serviceable market

Quality & value, we're committed



ISO 27001 Certified



High Availability : 99.95%



Web Vulnerability
Scanned



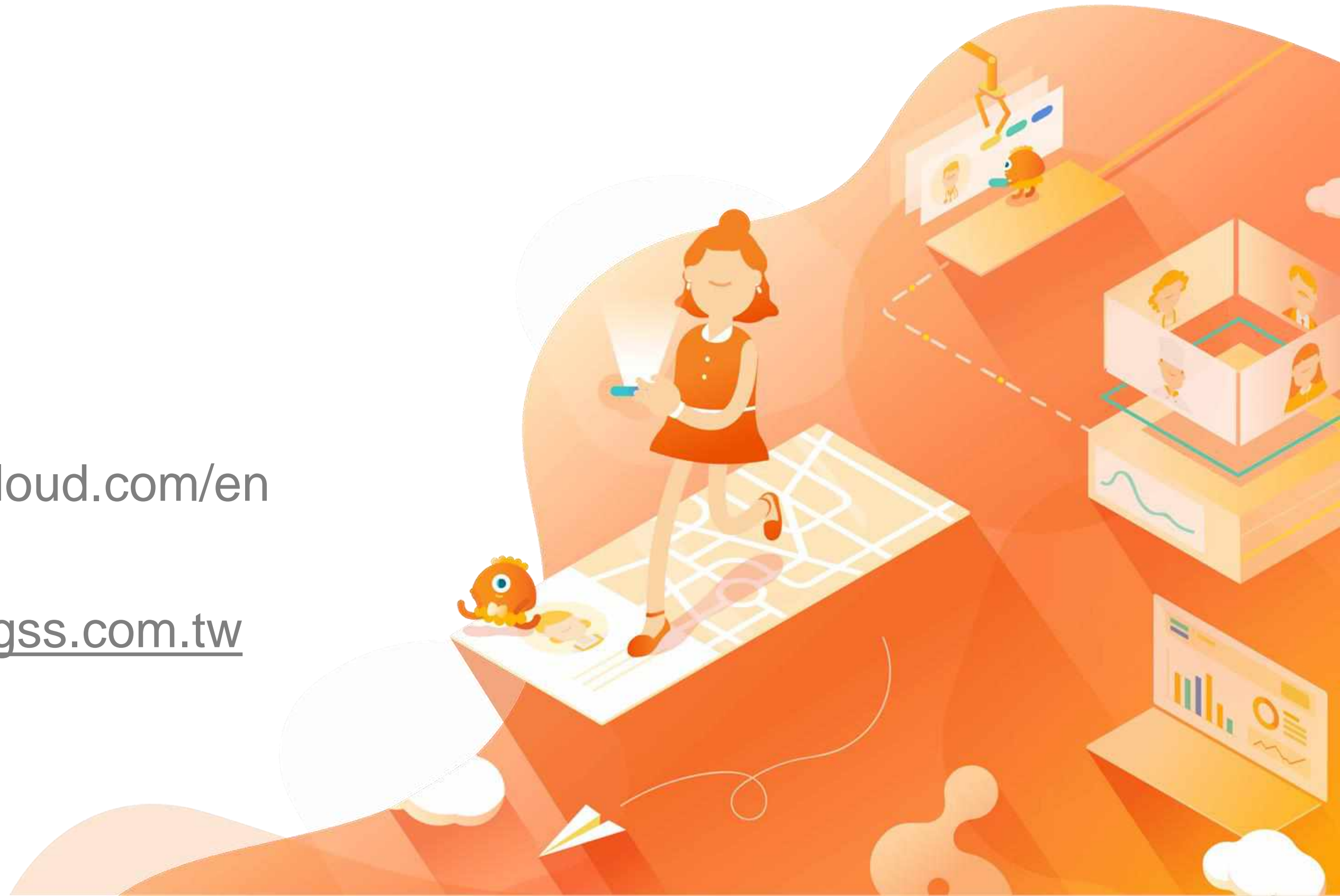
CRM

Q&A

Website : www.gsscloud.com/en

Contact : Joseph Lai

Email : joseph_lai@gss.com.tw





Professional Software Products
and Services

Founded in **1987**

500 Employees

Customers by regions

Taiwan

China

Japan

Thailand

Malaysia

Laos

Australia

South Africa



ISO 9001



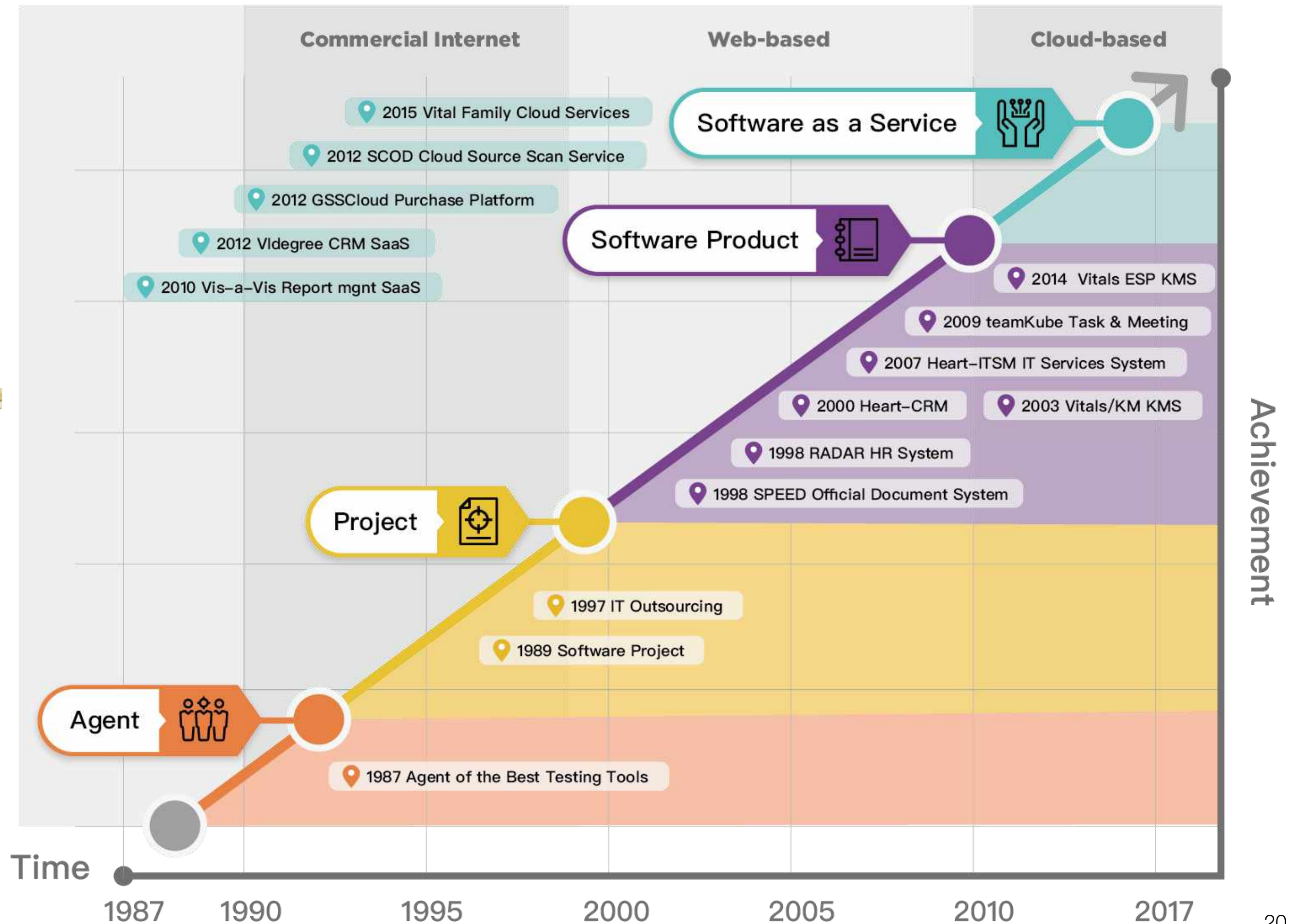
ISO 27001



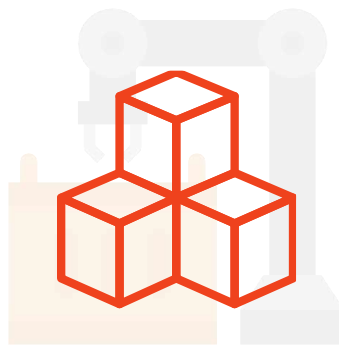
CNS 27001



Brief History



1,000+ Paid Customers
40,000+ User Accounts



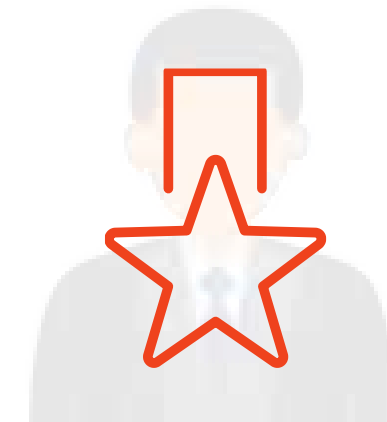
Manufacturing



Retail



Healthcare



Professional
Service



Top Five Industry-specific Solution Priorities of Retail CIOs across 98 Countries



Top Five Priority Solutions

CRM 76 %

E-commerce 69 %

Personalization 49 %

Point-of-sales 39 %

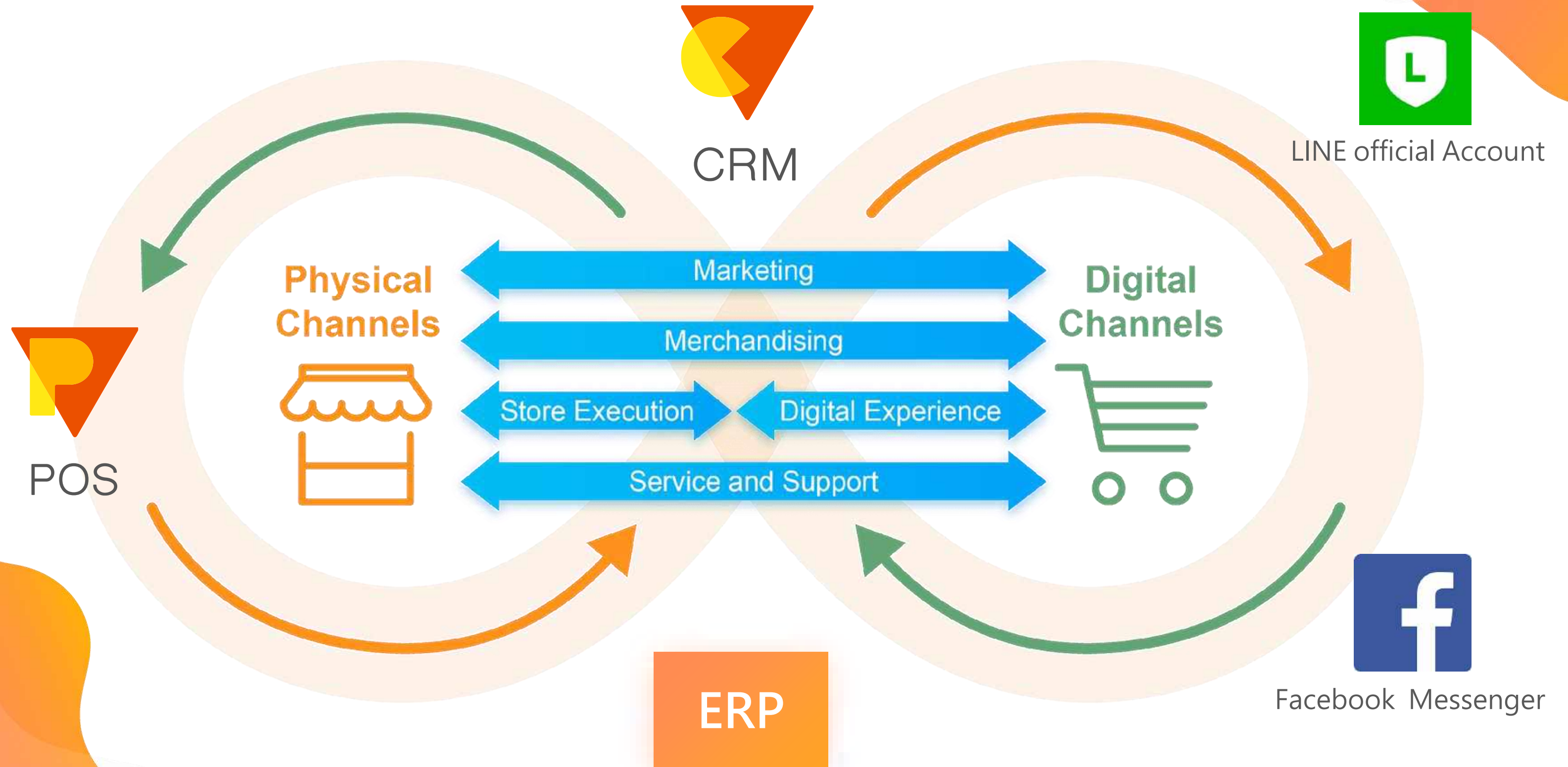
Mobile Payment 38 %

Base: Retail industry (IND) and willing to answer (A00); n = 88.
Q. Please select your top five industry-specific solution priorities in 2017 from the following list.



CRM

Vital CRM as The Center of Cyber-physical Integration Hub





CRM



Sweet Space Dental Clinic



Unmanaged customer data

Data on Facebook, LINE, Website, paper document, etc.



Making after surgery caring & review appointment

Too much effort & time-consuming.



Hard to recommend latest treatment

Lack of new and return customer

Problems

New Customer ↓

Customer Satisfaction ↓

Employee Turnover Rate ↑



Benefit

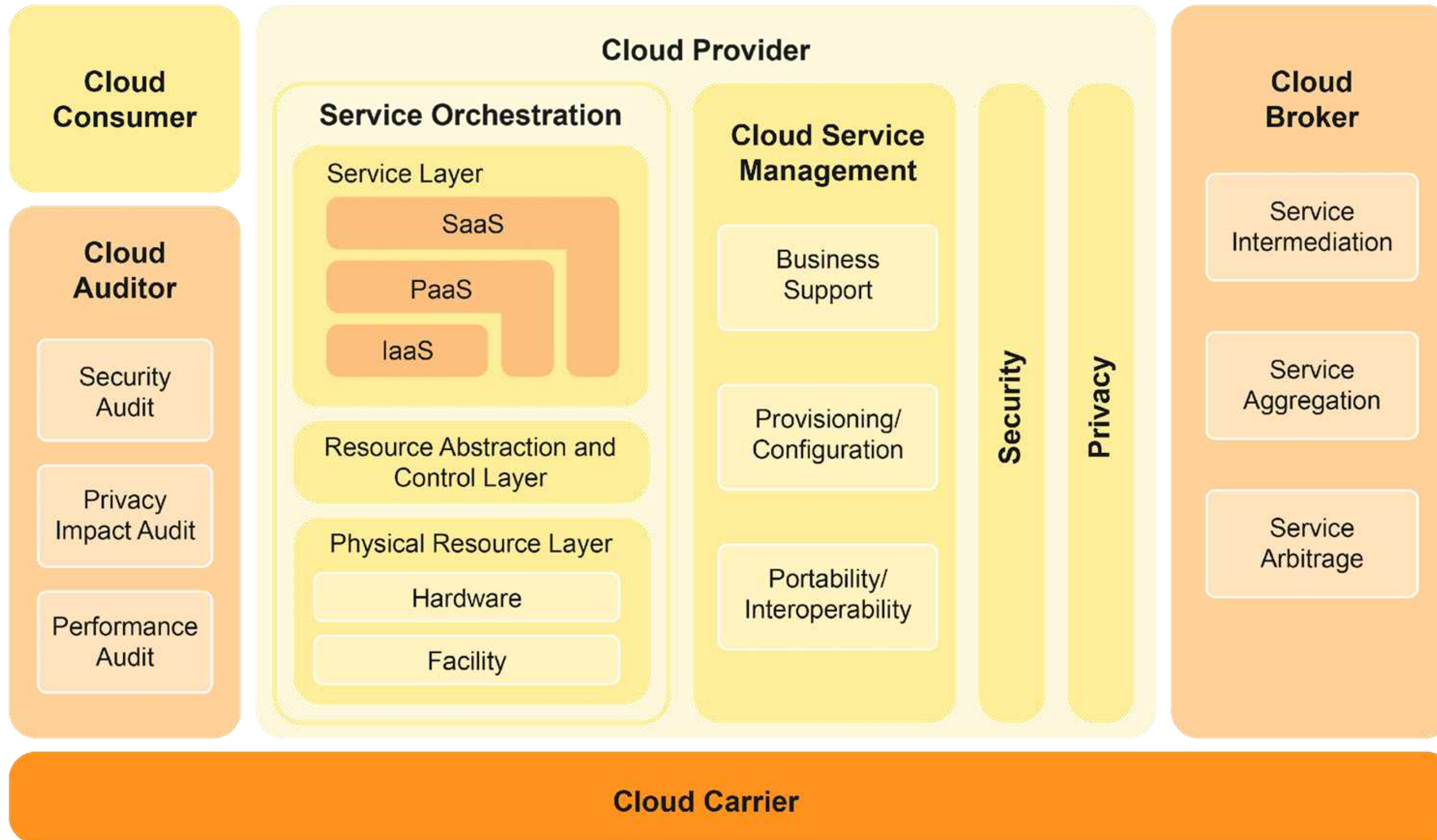


New Customer 40% ↑

Customer Satisfaction 30% ↑

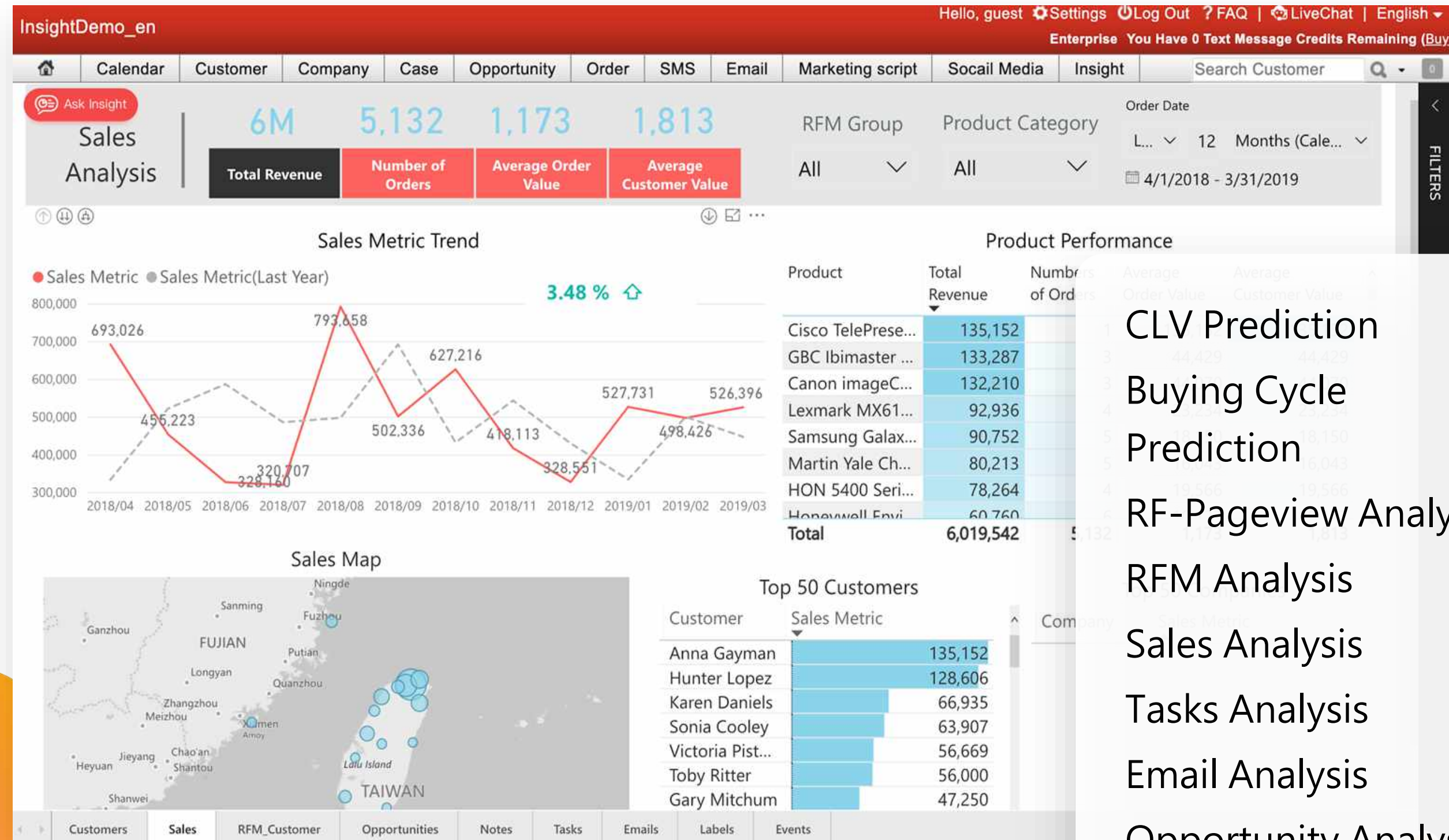
Employee Turnover Rate 80% ↓

CRM | Vital CRM Follow Standard Cloud Service Structure



Ref. http://www.nist.gov/customcf/get_pdf.cfm?pub_id=909505

IP Number	IP Name
I471734	CLOUD SERVICE SYSTEMS AND CLOUD METHODS
I349236	MONITORING SYSTEM FOR DYNAMIC TREATMENT FLOW
567429	ROLE BASE ACCESS CONTROL METHOD IN ORGANIZATION



CLV Prediction

Buying Cycle
Prediction

RF-Pageview Analysis

RFM Analysis

Sales Analysis

Tasks Analysis

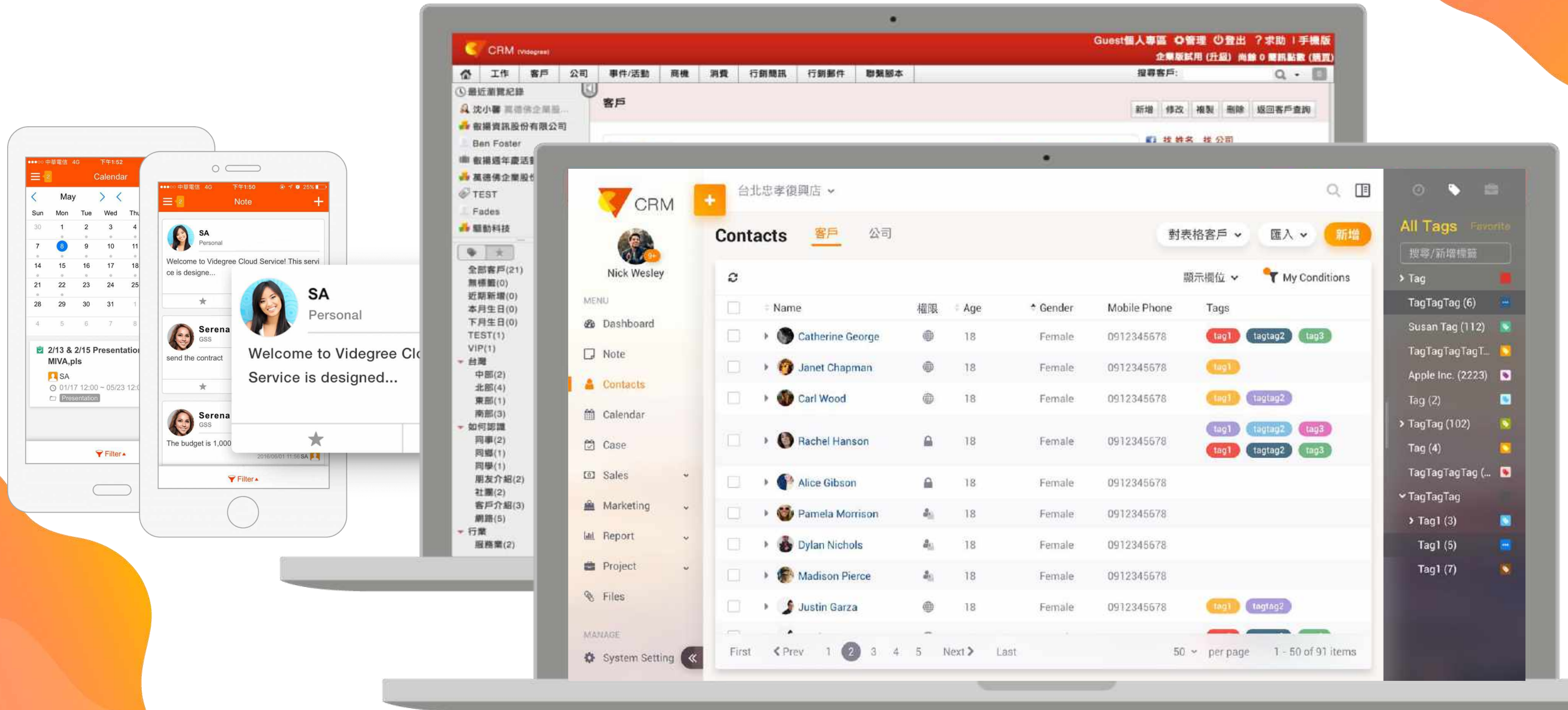
Email Analysis

Opportunity Analysis



CRM

Web/Mobile Interface Ready!

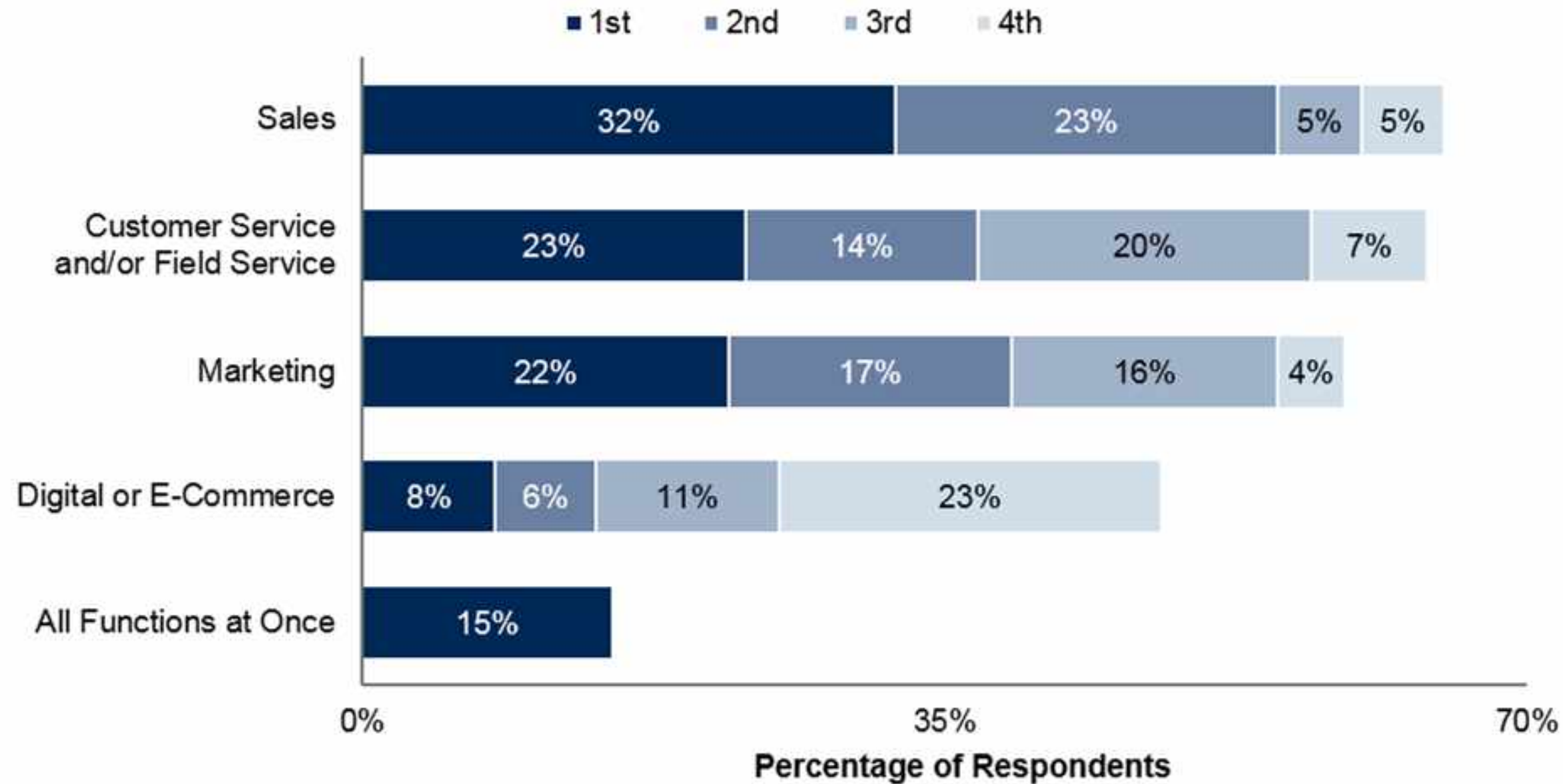




Sales Management Comes The First Order of CRM Solutions Adoption

Adoption Order of CRM Solutions

In One Out of Three Participating Organizations, Sales Implementations Come First Among CRM Functions



Base: Respondents who have CRM functions in their organization (n = 302).
Q. In what order were the CRM functions implemented at your organization?
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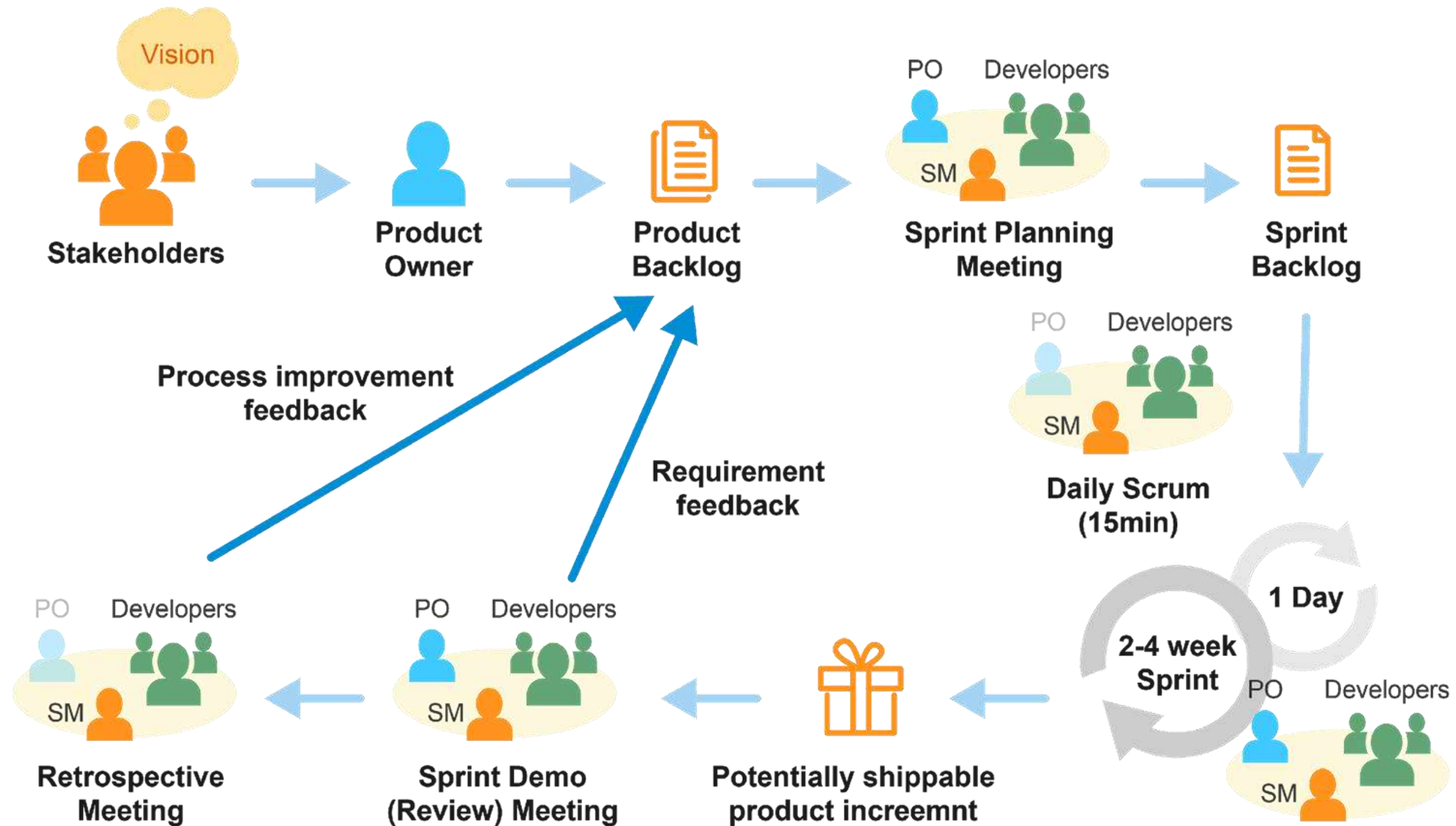
Source: Gartner (2019)

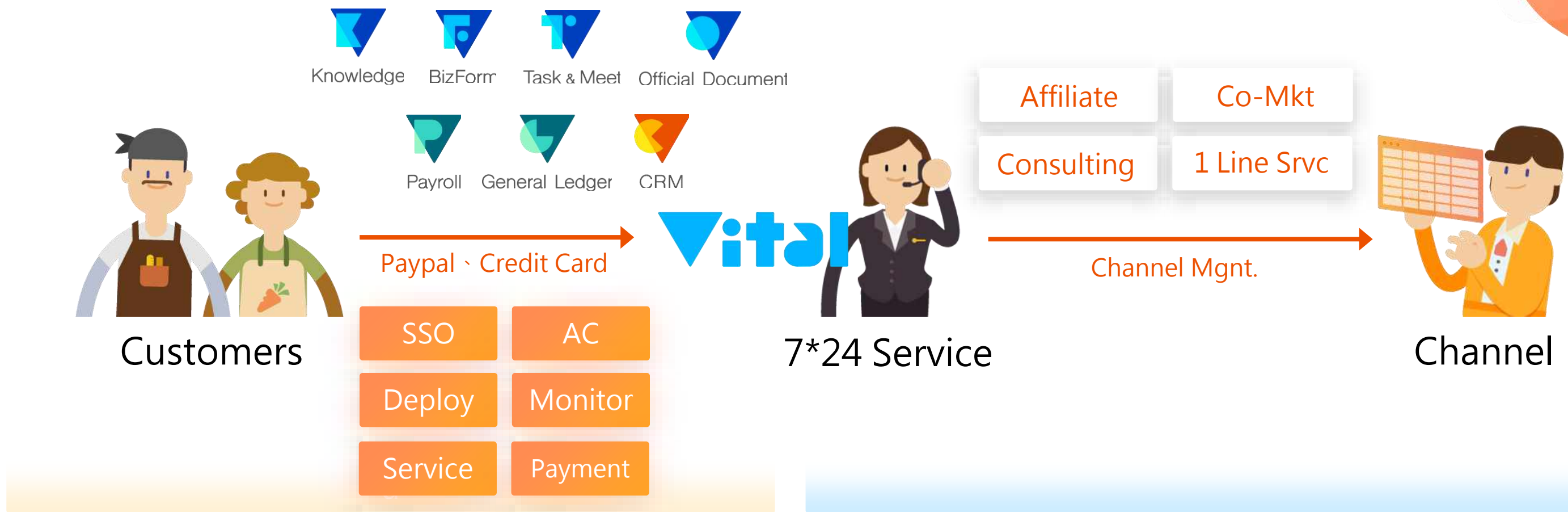
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Scrum – Agile Developing Framework

Vital CRM Has 119 Iteration Updated Since 2010





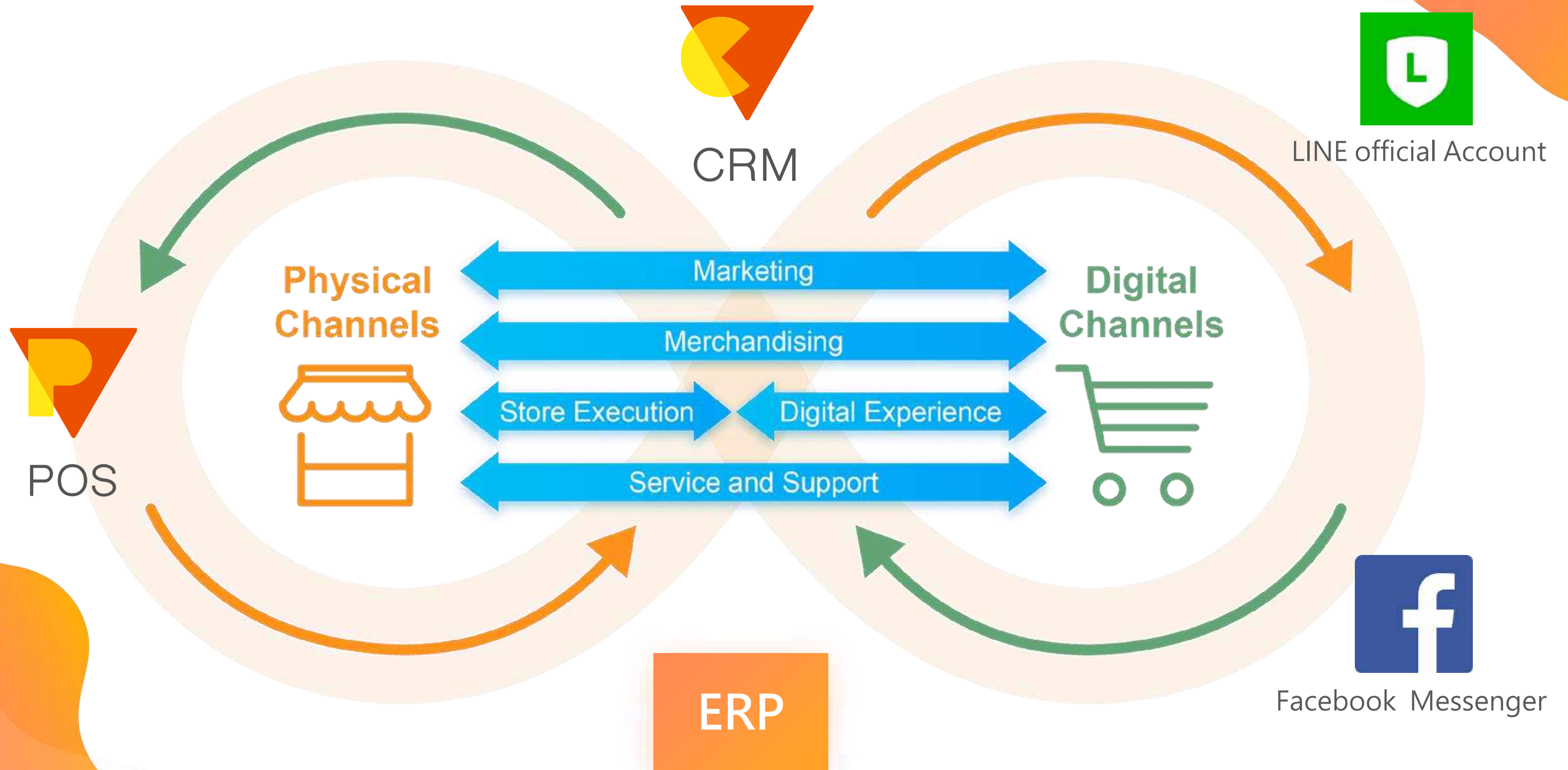
Client

1. Subscribed all services from single provider
2. 30 days free trial to make sure the service is suitable
3. consulting service provided

Channel

1. An easy use channel communication portal
2. Co-marketing, co-selling with Channel
3. Provide sales training and service people training

CRM | Vital CRM as The Center of Cyber-physical Integration Hub





Key Partners

MS Azure,
Amazon AWS,
CDN, SMS
provider, Name
Card Reader



Key Activities

Agile Development
Version Upgrade
APIs Development
Ecosystem
Integration



Key Resources

Technical Team



Value Propositions

Cloud Services to
empower
Enterprise
management
and business by IT
system



Customer Relationships



Customer
Successful Team

Channels



Online Store,
Direct Sales Team,
Marketing,
Sales and Service
Partners in Target
Market

Customer Segments

Company
Revenue under
\$100M

Employees under
500



Cost Structure

Cloud Platform, System Developing, Marketing,
Sales & Service Operation



Revenue Streams

New Subscription and Renew Subscription in
Annual Basis

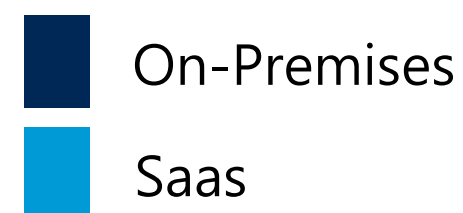


CRM Is Forecast To Grow at A 17% CAGR through 2022 in Asia/Pacific

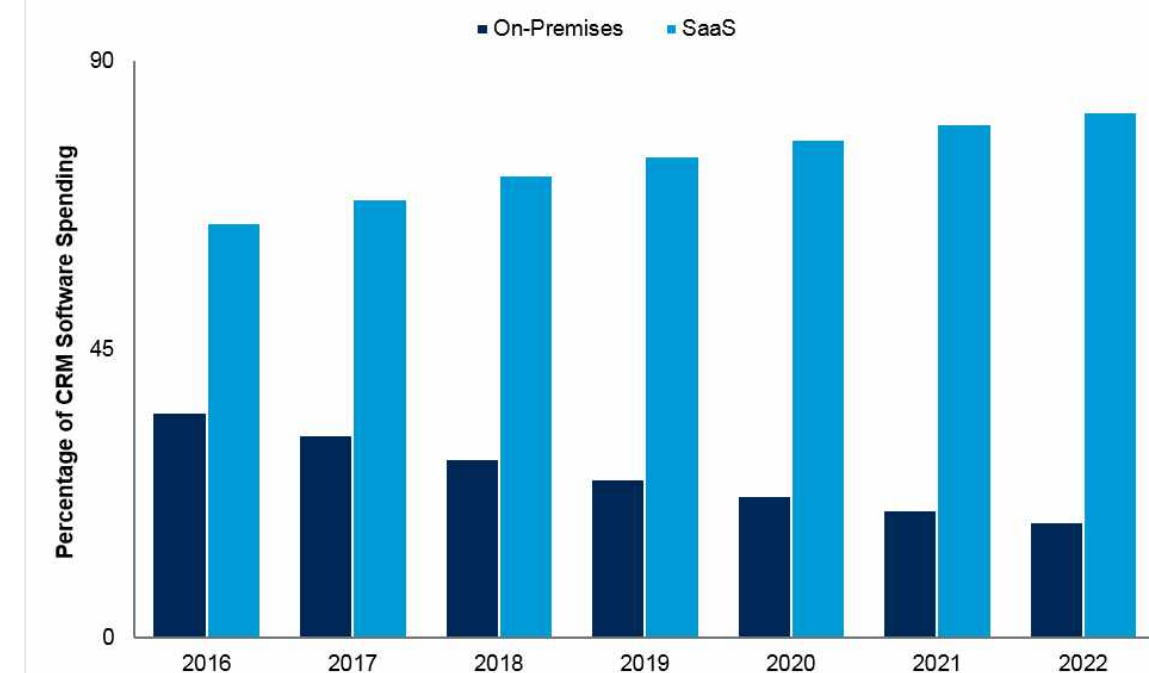
Region	2017 YR	2018 YR	Share 2017 YR	Share 2018 YR	Growth 2018 YR
North America	24,389.8	28,101.0	58.5%	58.3%	15.2%
Latin America	1,373.2	1,465.8	3.3%	3.0%	6.7%
Western Europe	9,101.7	10,691.7	21.8%	22.2%	17.5%
Eastern Europe	613.0	733.7	1.5%	1.5%	19.7%
Eurasia	238.9	264.5	0.6%	0.5%	10.7%
Middle East and North Africa	480.5	511.8	1.2%	1.1%	6.5%
Sub-Saharan Africa	209.9	246.1	0.5%	0.5%	17.3%
Japan	1,475.0	1,727.8	3.5%	3.6%	17.1%
Mature Asia/Pacific	2,181.0	2,549.1	5.2%	5.3%	16.9%
Greater China	908.2	1,062.5	2.2%	2.2%	17.0%
Emerging Asia/Pacific	755.5	876.4	1.8%	1.8%	16.0%
Total	41,726.7	48,230.5	100.0%	100.0%	15.6%

Source: Gartner (May 2019)

CRM Cloud Spending Exceeds Spending on On-Premises Worldwide



CRM Software Spending by Purchase Style



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