

Sossoon offers a platform for Online Networking, enabling the user to quickly find, expand and deploy valuable contacts.

In Sossoon users can create their own profile by adding their contact information and using predefined sets of chosen keywords or NameSpaces that can differ per event, attaching values to those keywords being important/more important/most important.

This profile can be relevant to the person himself but also their service or a product that is marketed. Besides creating their own profile users can create searchprofiles. The results of the matching engine on their own profile or search profile become visible in a very intuitive result set: VisualSpace.

VisualSpace

VisualSpace is a unique visual representation: the size and distance to the center of VisualSpace offer immediate insight in the value of the individual objects. It gives a graphical representation of the value of each object against the user's profile or the profile being searched for. VisualSpace offers the possibility to intuitively distinguish valuable contacts.

NameSpaces result in Real Data

By implementing carefully chosen sets of keywords, NameSpaces, owners or network administrators can rely on having high quality data and information at their disposal. With this information they can offer better service to their customers, exhibitors or visitors: the information collected from individual users is valuable and real. For the users potential contacts are available without restrictions, privacy can be configured, searches result in relevant results and VisualSpace offers valuable visual information supporting the user in making their decisions.

In this case we wish to explore the possibilities for wine merchants.

Wine merchant Jean Paul Lerou has a wide selection of wines to offer his customers. In fact his selection is so great in number and tastes that his customers find it hard to make the right selection, risking possible disappointment with the taste of the wine (Jean Paul knows he has only good quality to offer). Also, he would like to have more involvement in his selection of wines and from his customers. It seems to him that the involvement of his customers could lead to more business and customer loyalty.

Implementing Sossoon

In this case we wish to explore the possibilities for Event Organizers.

Ralph is an event organizer that specializes in network events. He has come up with the idea to organize a network-cruise. He will take people out on a half-day cruise in the harbor of Rotterdam. He expects about 500 people will register from a professional community working in the harbor of Rotterdam. Ralph decides to go ahead and implement Sossoon for his cruise.



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Implementing Sossoon

Lay-out

He uses the colors from his own website to give the network site the look he wants, places his own company logo prominently on the site and uses a flash-movie to stimulate visitors to register and incorporate the sponsor logos. He writes the texts to explain what network cruises are all about, puts up news items on the event and makes registration for the event possible. He will ask a registration fee for the event. Payments will go through the website, and registrants will have the option to pay by credit card or after invoicing.

Namespaces

He knows the NameSpaces and Keywords play an essential role in implementing Sossoon. He decides to use 3 NameSpaces: type of services offered, one for type of services requested, and one for projects that are currently under development in Rotterdam Harbor so that people working on those projects but do not yet know each other can connect.

Invite Clients, make them Users

When he is finished implementing the NameSpaces, sends out a mailing to prospects to register on the site. As registrations come in, he is sure that all relevant tasks are taken care of: he has an online database of registrants, payment and invoicing have been taken care of automatically and the registered users are already connecting.

Generate Profiles

Because his customers not only complete their own profiles, but can also use search profiles, he knows immediately how and why people are connecting, what matches are relevant. He has created his own marketing research tool. He uses the reports to stimulate visitors to his cruise to connect.

Days before the event

He uses the website to keep everybody up to date. He sends out a newsletter days before the event with the latest information, but also adds a keynote address and several speakers to the event list. In his newsletter he invites registrants to go to the website, and register to attend these events. He immediately knows how many people will show up at these events, and can plan ahead. There seems to be no interest for one of the speakers so he cancels the event, limiting costs.



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The event

The event is a success: a lot of visitors have made contact beforehand, and know who they want to see during the cruise and why they are of interest to them. Others have made a list of people they want to meet on the cruise. He keeps the network in place to generate more visitors and he can now stay in contact with his visitors.

Start using Sossoon

This case is indicative of the possibilities Sossoon has to offer. We have presented an overview of the potential of a Sossoon website, but have only scratched the surface of what we can offer. One could think of statistical analysis, 360-analysis of product ranges according to client profiles, special loyalty programs etc.

We will be glad to inform you about everything we have to offer

Contact us using e-mail at info@sossoon.net or visit our website at <http://www.sossoon.net>.

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