

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

Namespaces

Jean Paul decides to go ahead and implement Sossoon for his products. He knows the NameSpaces and Keywords play an essential role in implementing Sossoon. He decides to use 4 NameSpaces: one for classification of taste, one for origin (region and soil), one for the type of grapes used and one for the price range and year of production.



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Case Wine Merchant - 2/3

The data needed for the implementation are readily available: price range, year, region etc are standard items on the productlists he already keeps. He uses the labels of the bottles as 'headshots' in the profile.

Invite Clients, make them Users

When he is finished implementing the NameSpaces, he invites his clients to join him on his network. He exports his list of clients to the website, creates logins for the new accounts and invites his contacts to complete their own profiles: what are their favorite tastes and regions, what price range are they looking for? As the profiles get completed, he gets an even better insight in what his customers are looking for. He now knows exactly what the ideal price range is and what his customers like. He can use that information to search producers that can offer that type of product.

Generate Profiles, get information

Because his customers not only complete their own profiles, but can also use search profiles for specific wines for specific occasions, he knows immediately when tastes change, or what type of wines are actually en vogue with his clients instead of relying on marketing information from producers or branch organizations: he has created his own marketing research tool.

What do YOUR customers want?

So, he now knows what wines to look for: what wines his customers want, how that matches up with his current product range and where that range could be improved, at what price.

Create Focus Groups

When Jean Paul finds a new wine to add to his range, he now has the possibility to assemble his own focus group. Just last week he was in Languedoc where he has found an excellent wine for a great price. About 20 percent of his clientele is interested in wines from Languedoc at that specific price range, so he thinks it's worth a shot. From the data he has gathered from the network, he assembles a focus group of 12 people who he knows will be interested, and invites them to a tasting of his newfound wine. He knows he can't go wrong: his customers will be very happy with the personal attention they get, not to mention the free tasting. They will be even more loyal customers in future. The results generate a review to put up on the website: a review by customers for customers: a win-win situation that will generate more sales for him and customer satisfaction for his clientele.

Create Interest Groups

The focus group is a success, and he starts thinking of how he can even further improve his service to his customers. He decides on creating interest groups: he can easily divide his customers into groups: regions, grapes, tastes, he has a lot of information available.



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The interest groups get a monthly newsletter specific to their interests, and once every three months he gets these groups together for a special dinner with wines to fit their choices. Possibly they'll take home a couple of cases of the wines he serves at those evenings. If not, they could always order the wines through his Sossoon website.

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 for a merchant, but have only scratched the surface of what we can offer in various situations, markets and activities. With regard to the data that is generated 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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