

# StemeXe for Customer Engagement





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# StemeXe for Customer Engagement

With the COVID-19 crisis, it has become more important than ever for businesses across sectors to provide mobile and web solutions for customer engagement. To guarantee business continuity, customers need to be able to interact with organizations seamlessly, in a way that not only allows them to complete their normal transactions, but even goes so far as to enhance their overall experience and improve upon pre-coronavirus interactions with the business.

Exceed's product StemeXe, designed for comprehensive digital interactions, is an ideal solution for all organizations looking to enhance or increase customer engagement. StemeXe can provide a unified and seamless user experience for customers.

## **Why StemeXe?**

Digital interaction and fully automated services have become crucial for any entity to increase its customers happiness, speed up the process, and reduce operational costs. That is why we came up with StemeXe for Customer Digital Engagement which is a comprehensive, dynamic solution consisting of a web portal and mobile application that can be build in matters of weeks to provide customers with outstanding digital interactions with government and other entities.



StemeXe provides complete digital engagement with users covering the main pillars of interaction including:

- Automation
- Education
- Engagement
- Connection

Unlike low code that still requires considerable effort and time to build a minimum viable product that can be used by customers, with StemeXe an MVP can be produced in a matter of days. StemeXe is a product built on integrated applications that can be completely tailored to the needs of the Customer.

A few of StemeXe's main features include:

- Form builder and approval processes with zero code
- Dynamic admin consoles to easily update content & education material
- Posting and comments for better customer engagement
- Event space for more mass education and training
- Digital marketing platform to bring high traffic
- Built in chat and chatbots
- Integration with SQL, Oracle, SAP





# How We Are Different

Through the StemeXe solution, we will provide a platform that will:

- Increase successful engagement
- Reduce development costs
- Fast deployment with minimal effort
- Make it easy for any future changes

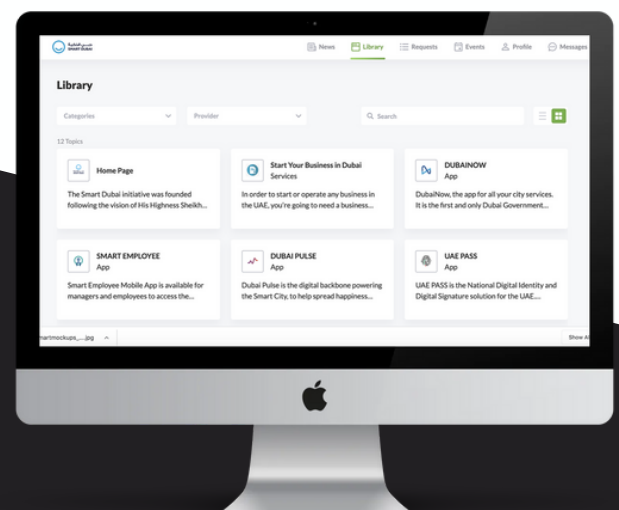
Unlike other platforms which are just designed for process automation with some additional web pages, our solution covers the full engagement cycle:

**Automate:** An application tracking system where complex processes can be automated within hours.

**Educate:** Digital asset management, where data can be created and curated to build material for every service and/or process.

**Engage:** A system that allows you to keep users updated by posting about new processes, services, or news. Commenting, liking, and sharing are all scored to encourage user engagement.

**Connect:** Share news to attract new users and connect with current ones.





Our integrated application concept will save development costs drastically. All that is required is selecting the applications needed, and enabling them within the system.

**ESP:** Application tracking system that can read and write from multiple known databases;

**Technadopt:** A digital assets library designed to support technology adoption through educating users;

**iDenedi:** An application that can turn your users into a marketing army.

Within days, users can enjoy a fully functional platform with the below out-of-the-box features:

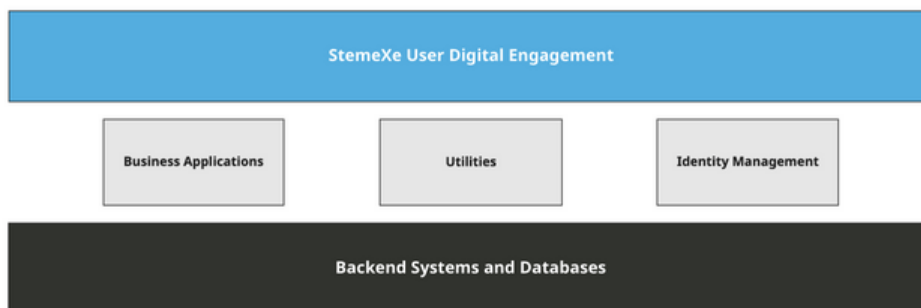
- Forms and processes builder to create both simple and complex process and connect to other systems in hours;
- Content wizard to create web pages for every service and curate data from many external systems;
- News with likes, comments, social sharing, tracking, and native integration with the web pages;
- Chat between users and easy way to add chatbots
- Advance search engine that can search all the web and linked sites

Our applications are built to be used without any training, and they are extremely easy to set and configure.



# Why StemeXe for Digital Engagement?

We are working on the concept of micro services where you have one unified front end for end user engagement supported by a mid-tier of specialized business applications will be used by the power users to set the system. The power applications can read and write to backend systems like ERPS and databases.



The system is designed for three user types and is extremely easy to use and administer:

1. End user mobile and web layer
2. Power user to access applications based on their functions
3. Admin to set read and write rights from systems of record



StemeXe's many business applications and features can be enabled (or disabled) with just a few clicks:



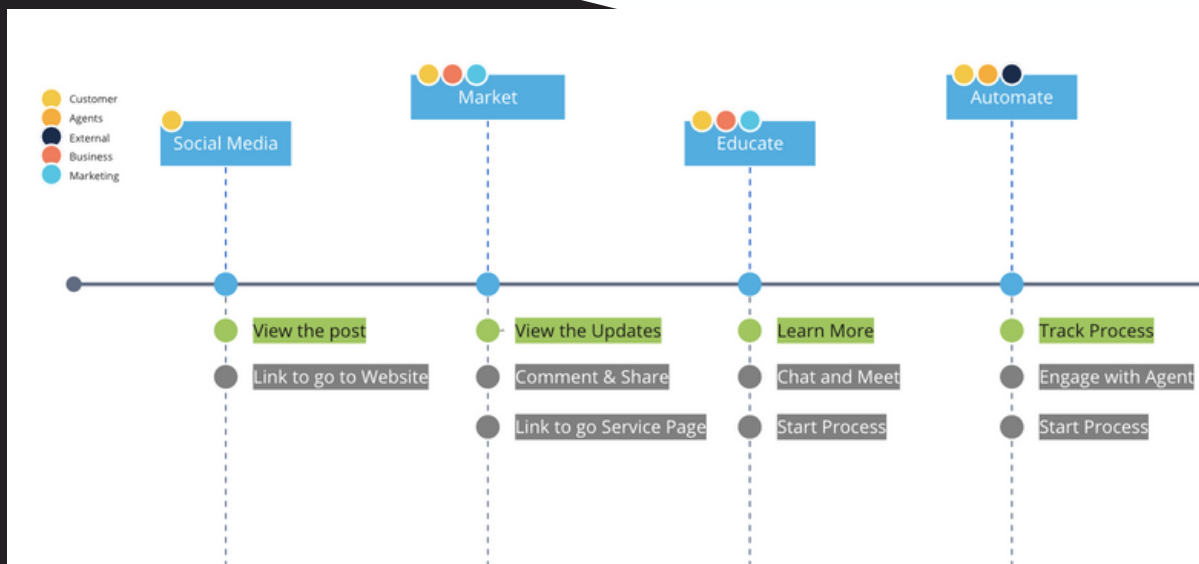




# The User Journey

With StemeXe, the Customer can engage users through social media to the platform, then take them through the complete user journey in the application:

- Target customer views the ad in social media
- Target customer clicks on the ad, which takes them to an engaging post to read more and comment
- A click on the post will take the customer to the service website to learn more
- Calls to action are available in each service, giving the customer options on how they want to proceed.





## Our Product

Exceed can help customers build up their digital presence using a branded version of StemeXe for Customer Engagement.

We commit to creating a dynamic website and mobile app that will increase customer engagement.

Moreover, we can offer the option of creating the processes, populating the web pages, and providing the trainings and support to ensure admins can ramp up quickly and see results in the form of increased investor satisfaction and engagement. Some of our services:

- Build a dynamic engaging website
- Provide iOS and Android mobile apps
- Train government representatives
- Build all the approval processes required
- Add all the service web sites

Our solution will boost the organic digital reach exponentially as we use the power of multipliers. Customers can will market to their users and will market to their connections to gain social points.





# Solution Features



The proposed solution has a range of features:

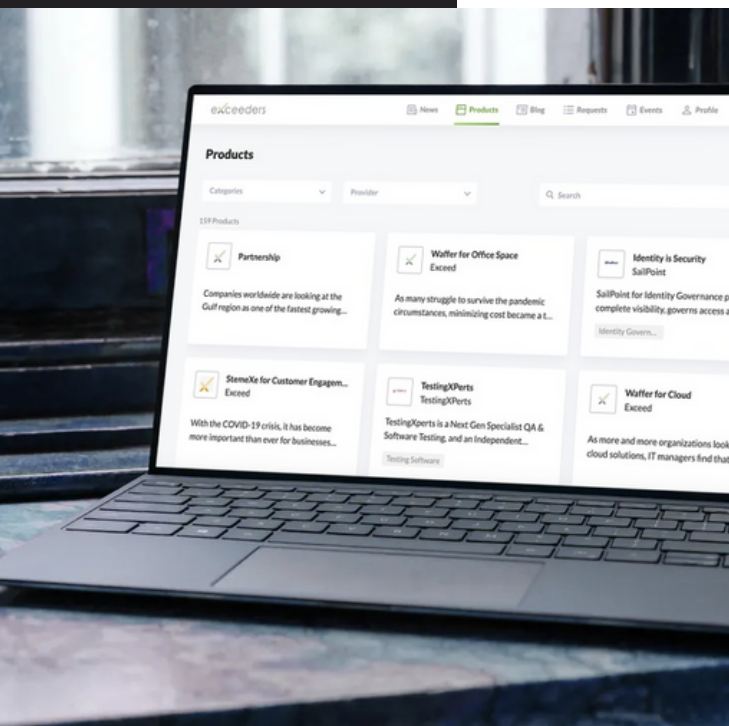
- Multiplatform access - web and mobile
- Announcements
- Service catalog
- Request automation
- Digital events
- Chat

The solution is also **scalable**, designed for a large user base.

The **modular design** leaves room for future enhancements and development.

StemeXe is **customizable** which will allow us to set colors and fonts in line with the Customer brands.

The following section has further details about the system's features.





# Detailed Solution Features

**StemeXe for Customer Engagement**



# Announcements Feature (User)

Announcements or feeds on StemeXe can be used as a dynamic, interesting way to convey news and important information to investors and the internal users.

## Private Announcements

Private announcements can only be seen by registered users and cannot be shared outside of the application.

## Public Announcements

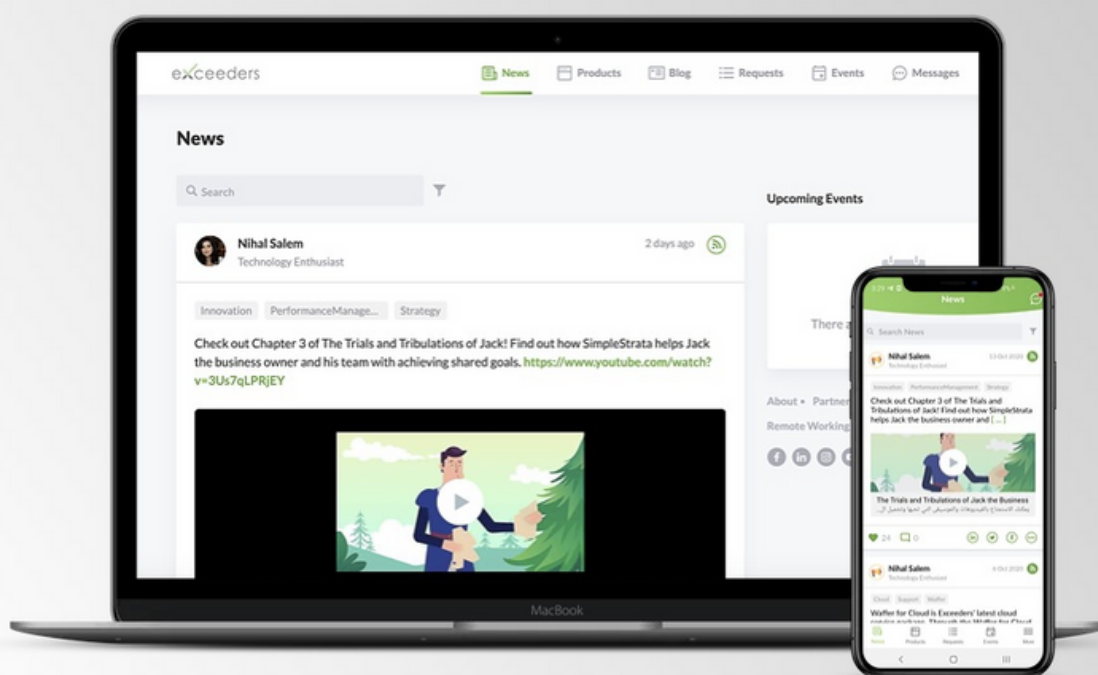
Public announcements can be directly shared to social media and can be seen by any user who lands on the site or in the app.

## Marketing

The sharing feature for public announcements serves as a fantastic marketing tool, especially when customers are encouraged to share your content to earn points.

## Interaction

Announcements are designed to encourage interaction through allowing users to comment, like, and share. Users are given points the more they interact with the solution.





# Announcements Feature (Admins) – iDenedi

For Admins, the announcements feature is through our communication management solution, iDenedi, which provides a simple, quick way to reach out to users and the general public through targeted announcements.

## Web & Mobile Posting

Announcements can be posted through web or mobile app by admins.

## Scheduled Posts

Announcements can be made immediately or can be scheduled for future posting.

## Metadata Editing

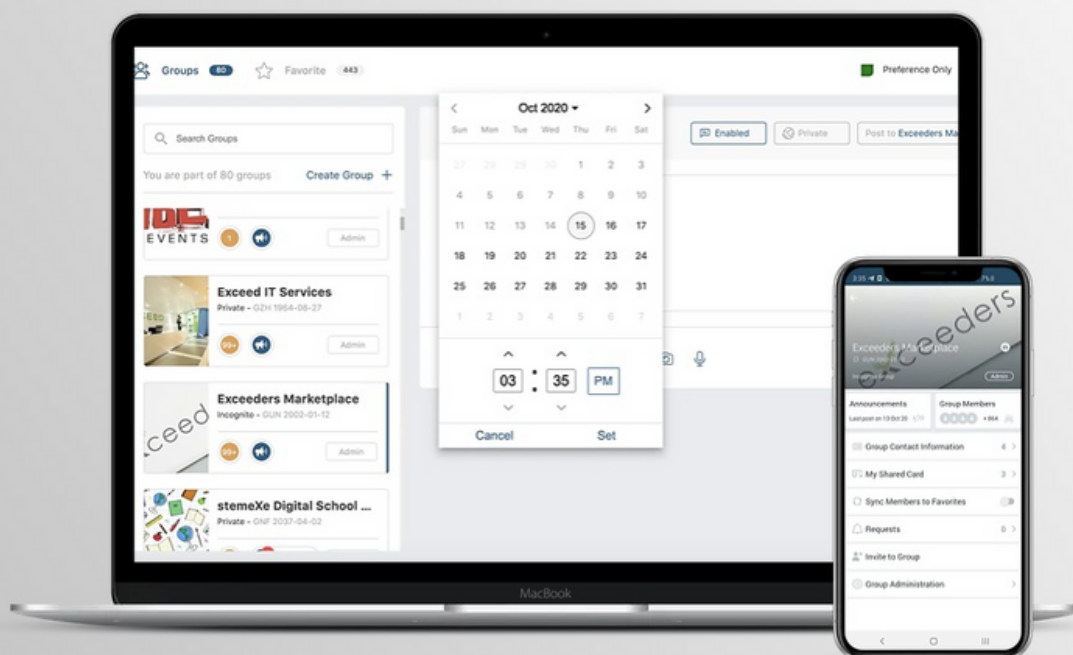
For public posts, admins can specify metadata and sharing captions.

## Groups & Subgroups

Investors and other users can be put into different group and subgroups and be given access to info based on user type.

## Smart Contracts

Admins can activate smart contracts for specific user types, having them approve certain terms and conditions, as well as limit the duration they remain within the system by setting contract expiry dates.







# Requests / Processes (Users)

Services or requests allow the users to directly submit for services, request, and support within the mobile or web application.

## Direct Apply

Customers can easily apply for business services or support via web or mobile application.

## Request Tracking

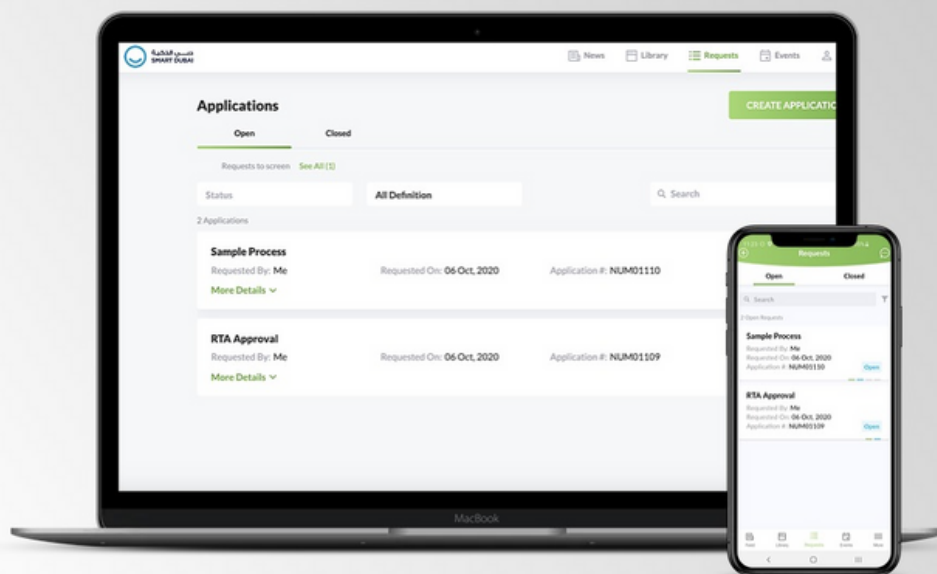
Customers can track the status of their requests and understand where it is being held up.

## Open and Completed Requests

Users can see which requests are still open and which ones were closed and completed.

## Service Modification

In the back-end services can be easily modified by business users. It is not necessary to have IT people do it.

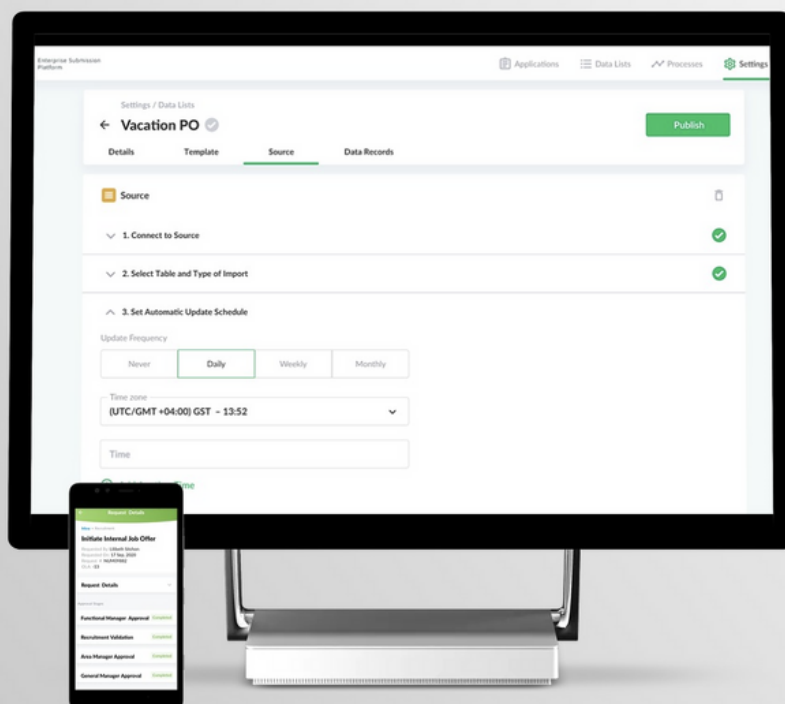




# Requests / Processes (Admins) – ESP

ESP is the system used to create and automate processes and manage requests. For admins, ESP has great features that will make managing investor issues easy and efficient.

1. User registration and profile
2. Forms for data collection
3. Single process
4. Multi-submission process
5. Child processes
6. Stage for sequential events
7. Criteria for feedback and decisions
8. Actions and events
9. Jump stages
10. Table for local data store
11. Sync local data with external systems
12. Advance reporting
13. Process based on profile
14. Categories for grouping
15. Localization
16. Biometric authentication



# Chat (Users)

Chat is another form of interaction. This can be arranged with live agents or with chatbots.

## One to One Chat

Chat can be to a chatbot or to a live agent (person).

## Group Chat

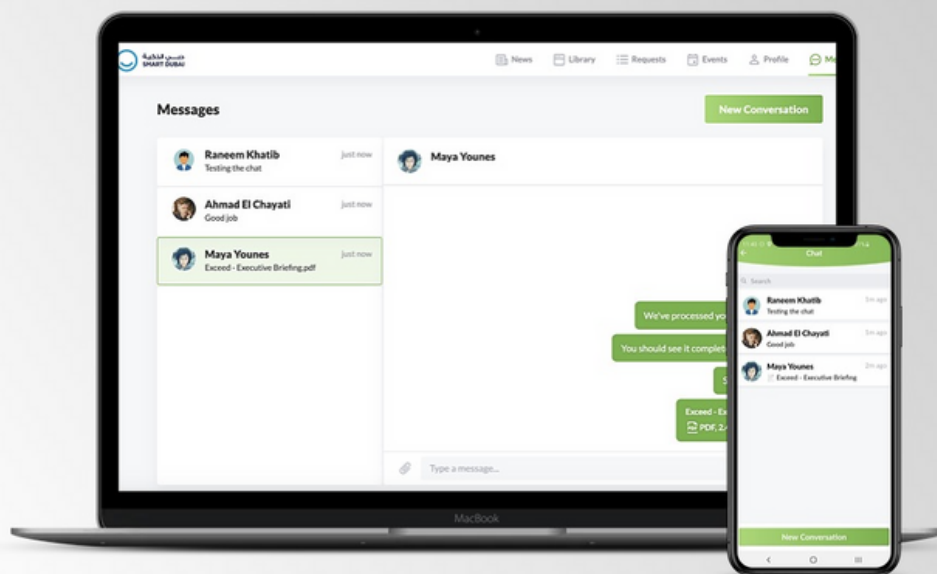
Group chats can be arranged for group collaboration.

## Multimedia Sharing

Chats can be used to share documents, images, videos, etc.

## Item Specific Chats

Chats can be started through services, items, or general chat with admins for help.



# Service Catalog (Users)

The products or service catalog can be used to showcase all service options and information or products.

## Service Details

Service detail pages include space to host videos, pull curated content, add documents, web links, events, etc.

## Service Owner

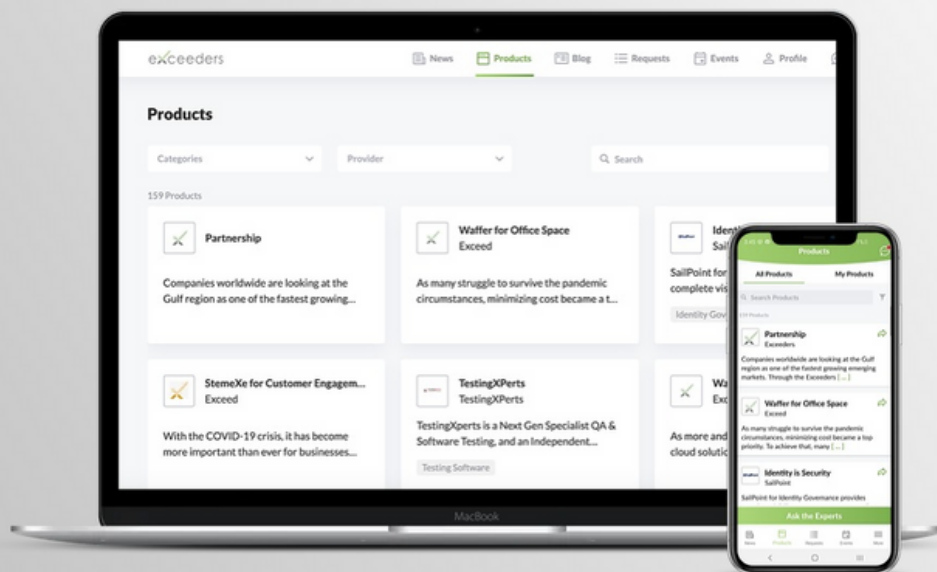
Each service can be assigned a product owner so that customers can reach out directly and talk to them through either email, call, WhatsApp, etc.

## Service Sharing

Services can be shared across social media or other platforms such as WhatsApp, email, etc.

## Apply for Service/Product

A short-cut can be added for services allowing users to immediately apply for the relevant product or service with a single click.



# Digital Events (Users)

Events can be scheduled within the platform for customers. These events can be live events or webinars and event details can include links, attachments, etc.

## Scheduling

Scheduling can be done through the application and users can see the schedule under the events section.

## Calendar Integration

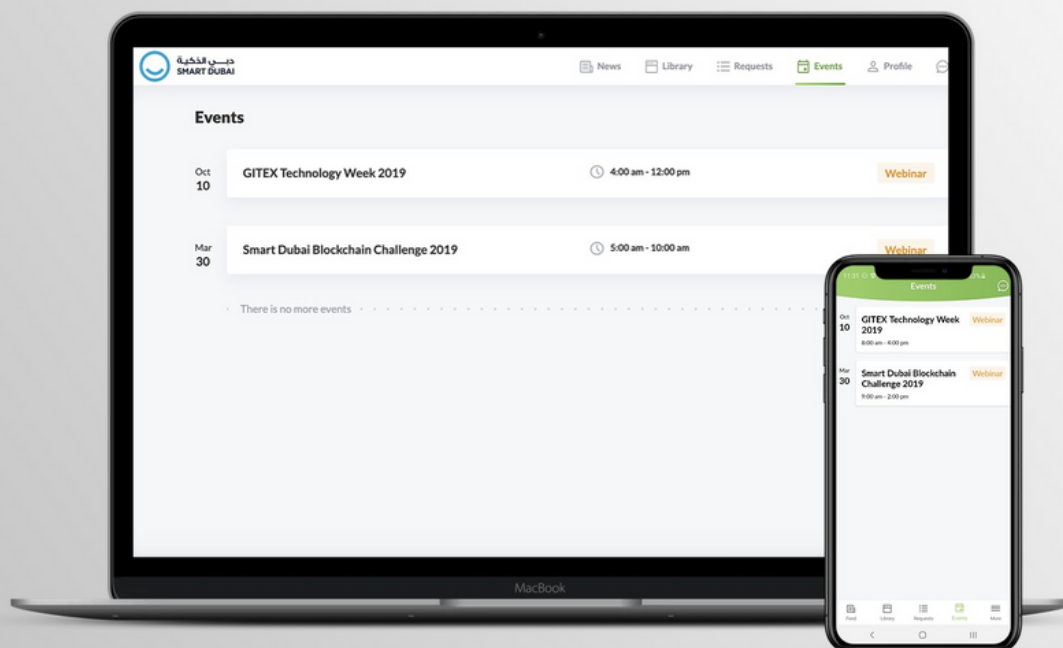
Calendars of service owners can be integrated to allow users to book events directly with service managers.

## Event Details

Event details include a summary about the event, the date and time, and any links to webinars, etc.

## Event Sharing

Events can be shared on the system and outside of the system.

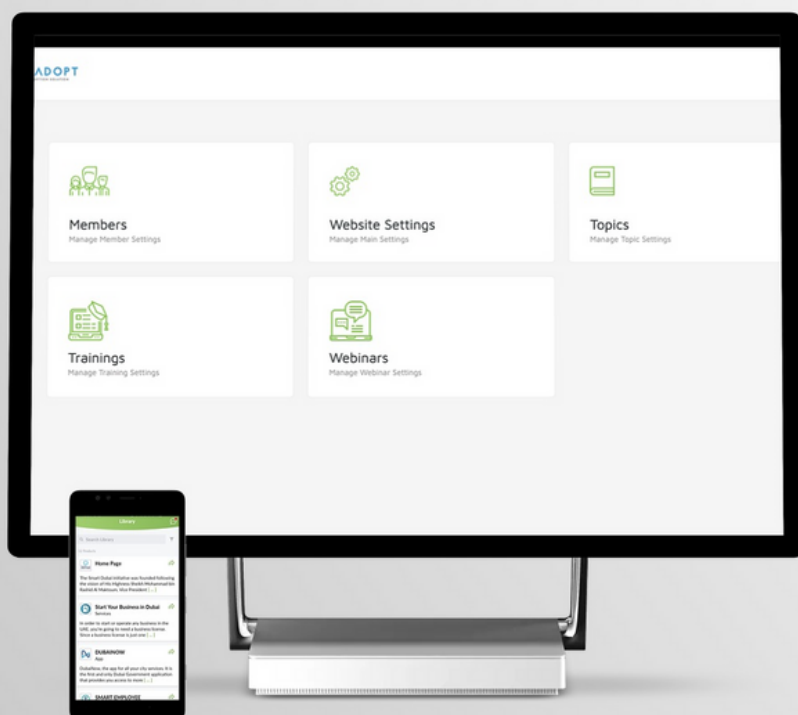




# Service Catalog / Events (Admin) – Technadopt

Technadopt is a platform used for technology or information launching and sharing. It is easy to use and populate, can be integrated with a multitude of front-end systems, or used on its own as a digital library.

1. Digital library
2. Data curation through links
3. Categorization of content
4. Support integration
5. Different user types for access
6. Item level access
7. Events scheduling
8. Membership options
9. Service/product owner options
10. Call to action on service level
11. Integration with systems for content
12. Security and visibility options
13. Ease of populating data - no IT required
14. Predefined slide design
15. Updates to content can be from app
16. Self-organizing





# Contact Us

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