

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: IT services provider

Business Objective: Expand local business recognition

Funnel: Via social media

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Businesses with multiple systems.
- b. Businesses that have applications.
- c. Businesses with interactive websites.

2. Where are they now?

- a. **Current State:** Facing issues with current systems, including inaccuracies, data loss, poor maintenance, and lack of structure.
- b. **Dream State:** Want fast, fully functional systems with constant maintenance. Business owners want peace of mind knowing their IT infrastructure is robust and reliable.
- c.

3. What do I want them to do?

- a. Schedule a call with the company.
- b. Ask old clients about the company.
- c. Visit the company website.
- d. Message the Director or Business Development Manager on LinkedIn.

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- a. I want the client to visualize how much more efficient and streamlined their company processes will become after using our IT services.
- b. I want business owners to feel confident that our expertise will guide them in optimizing their systems, minimizing downtime, and enhancing overall productivity.

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Main Mission: Helping companies build sustainable and scalable systems.

Before and After:

- **Kanek Before:** Fragile systems, slow applications, limited website capabilities, and a poorly designed admin panel.
- **Kneak Now:** After our intervention, the system is well-structured with enhanced API integrations, faster and more user-friendly applications, and a modern, mobile-optimized website.

Case Study: Managing a Flexible Membership System

Our recent work with a client in managing a **flexible membership system** highlights our ability to tackle complex IT challenges and deliver effective solutions.

Background: The client operates a membership system that charges users on a per-day basis. This unique setup posed several challenges, including handling a large user base, managing sign-ups across different channels, and dealing with daily cancellations.

Key Components:

- **User Base:** Supported over 100,000 members, requiring a robust and scalable infrastructure.
- **Channels:**
 - **App:** Provided on-the-go registration.
 - **Website:** Catered to desktop users.
 - **Special Intro Pages:** Targeted groups like students for specific promotions.
 - **Physical Forms:** Handled offline sign-ups, often requiring manual data entry and follow-up.

Challenges:

- **Analogue Channel Issues:** Physical form sign-ups often had incomplete information, necessitating outreach efforts for data collection and increasing the risk of errors during manual data entry.
- **Everyday Cancellations:** Required a dynamic pricing model to handle variable pricing and pro-rated refunds, demanding a flexible IT solution.

Outcome: We successfully implemented a dynamic pricing model that accurately adjusted charges daily, handled pro-rated refunds, and developed retention strategies by analyzing cancellation data. This solution not only improved operational efficiency but also enhanced user satisfaction by ensuring transparency and fairness.

Impact: The project demonstrates our ability to manage complex IT environments, handle large-scale user bases, and deliver solutions that are both scalable and adaptable to specific business needs.

Call to Action

If your business is struggling with IT infrastructure challenges, whether it's managing a large user base, integrating multiple systems, or simply ensuring that your applications run smoothly, we can help. Schedule a call today, visit our website, or connect with our Director or Business Development Manager on LinkedIn. Let's discuss how we can optimize your systems and help your business grow.

Transforming IT Systems for Better Business Performance

+80K User

+200K User

k.

Fragile Systems,
Slow Apps,
Limited
Websites.

Structured
Systems, Fast
Apps, Optimized
Websites.

