Creating customer value through Instant Customerisation

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Abstract

What creates true customer value is your ability to personalize service delivery and manage the understanding and excellence to your customers.Technology embraced in-time communication enabled marketers to offer great value to their stakeholders. In the past few years, use of WhatsApp for business purpose has been increased exponentially due to its ability to confirm that a message has been read,easy blocking of spam apart from being cheaper means of communication (EconomicTimes,2019). WhatsApp is being used so immensely in connecting with customers and clients so as to offer them customized treatment. Customerisation is a concept of customising by customers (Wind and Mahajan, 2000). Therefore, this research paper attempts to explore on intimate understanding of symbolic meaning and concomitant of customerisation through technology embedded application, i.e. WhatsApp. This study is based on fundamentals of domestication theory which facilitate the understanding complexity of Information Communication Technologies (ICT) in life experiences and socialrelationships.This is a first kind of attempt to identify how WhatsApp is facilitating customerisation and improving business and service of today's business environment.To date, customerisationhas been studied from perspective of customers so farin broader manner;a finemarketer's oriented perspective has been ignored. The methodology to explore on the issue is qualitative in nature. Interviews of 10 respondents based on interview protocols and respondents'validation revealed some customerisationelements such as creativity, convenience, customer support, co-ordination, co-innovation which facilitates instant customerisation through WhatsApp. At last, this study present discussion and future scope of research.

Key word: Customerisation, Instant customerisation, WhatsApp, Domestication Theory.

Introduction

The world is becoming so personal that businesses are promising too much customized interfaces which are tailored for customer's personal needs. Businesses strivehard to have a grip on its own customer base. In the same streamline, 'customerisation' delivers its promises to have a bond with the customers and sustain it with more trust and credibility (Wind & Mahajan, (2000). It is an approach where firm's employee interacts directly with customers or clients so as to add value as per their expectation to increase customer satisfaction and delight. The point of concern that satisfaction is always relative rather absolute measure and dependent on customer expectation held before the purchase of product or services. Thus, customerisation is a critical aspect of the emerging marketing paradigm. According to Wind&Mahajan (2000) the concept of customerisation meanscustomized by the customers. Therefore, it is necessary to understand articulated and unarticulated needs of customers through mutual interactions.And, it becomes possible with the help of in-time communication application like WhatsApp.

It is found that due to continue unabated growth in Mobile Instant Messaging (MIM) applications there is significant decrease in SMS traffic (Church and Oliveira, 2013). There is no doubt in the success story of WhatsApp as a communication tool in business in India. It is claimed that more than 30% of their new sales now come through WhatsApp Business Platform (Economic Times, January 2019). This platform allows users to label contacts and chats so they can found easily. It also allowsusers to sort chat by unread messages,groups and broadcast list.Thus, WhatsApp as a social media perceived to be simple to use for everyone, everywhere, convenient, fast and reliable and enhancing communication within a group(Sunny, 2017). A research study in Brazil investigated that WhatsApp has become something more than a Chat app for small business to Govt. agencies. It manages everything from transaction to relationship and has changed the way users expect to interact with companies, brands online and forcing firms to fulfill customer expectations (Saboia, 2016).

Customers always seek "Value for money" which is the outcome of several elements. Factors such as product service characteristics, customer's aspirations, perception and availability of competing alternatives can be used as a springboard to enhance the value for customers.But, the challenge before marketers is financial spending and huge human efforts. Marketers should perceive,interpret, serve and satisfy customer's expectation in order to serve customers/clients efficiently. Therefore, WhatsAppplays a greatrole in the customerisationto save small business and service providers especially those who can't afford advertising and promotional expensed but have been sustaining in market since several decades.

Customerisation begins with customers who control the exchange process if involved and remain informed and educated through technology enable sources.The significance of customerisation for business can be understood with the example of failure of Custom Foots which offered mass customized footwear, a subjective nature of fitting shoes. It was found that two customers might be measured for a size 10 shoe, but one might prefer a tight fit while the other prefers a loose one. Thus, the effective implementation of customerisation can be done through satisfying customized customer's needs and wants alongwith its operational capabilities. Brad Oberwager, founder of Acumin, who offers customized vitamins says customers stop thinking about the company as a producer of products and begin to view it as a service provider if engage them (Wind &Rangaswamy, 2001).Therefore, the purpose of this study is to describe how small medium business or service providers are expanding their value preposition through customerisation through interaction on WhatsApp in India. In order to explore on the purpose of the study, the following research questions are emerged.

RQ.1: Why do small businesses and service providers use WhatsApp in business?

RQ.2:How small business owners use WhatsAppto enhance value proposition?

RQ.3: How service providers use WhatsApp to enhance their client value preposition?

Hence, the present study is going to explore on the elements of customerisationfor small businesses and service providers.

Literature Review

The need to offer outstanding service to customers is well understood in business domain however,its implementation is a challenge. In the quest of becoming customer driven, many companies have opted fornew ways to meet every customer's requirements. Since, the customer and their needs are diverse, such approach subject to add unnecessary cost and complexity to operations of business. The past literature suggests mass customization as a way toovercome this problem which offers them customize good and service for individual customers in high volumes at low cost.But, it is also discovered that mass customization itself can produce unnecessary cost and complexity(Gilmore and Pine,1997). Thus customerisation, a customer driven approach emerged out a solution where customer himself reveals what he wants and how it should be delivered (Wind and Rangaswamy (2001).Past study has revealed that mass customerisation and customerisation both offer products and services that better match to the needs of customers. However, mass customerisation is IT-intensive on the production side, whereas customerisation is IT-intensive on the marketing side (Wind and Rangaswamy, 2001). There is wide range of products such as computers (e.g. Dell), bicycles (e.g. National Bicycle and Cannondale), CDs (e.g. CD-Now), vitamins (e.g.Acumin), designer jeans (e.g. Levi's) etc. which are configured by customers. According to Tang, Chen, & Ji (2007) the customerisation is understood as an operational tactic which finalize the product/service as per the forecasting of individual customer's needs. Customerisation is not strategy that replaces traditional mass marketing, but rather it offers additional competitive options in developing an overall marketing strategy (Wind and Rangaswamy, 2001).

The existing literature on customerisationfollows two approaches i.e. instant customerisationand masscustomerisation which have been studied in varied context. Instant customerisation is defined in terms customers demand for customized products or services to be fulfilled under zero customer lead time at a price near the price of mass production (Tang,Chen, & Ji, 2007). And, Mass Customerisation is all about redesign of product or service from the customers' perspective, and transforming the marketing practices of manufacturers/owners from seller centric to buyer centric (Wind and Rangaswamy, 2001). In the past, a forward model approach was used for effective mass customerisation in tourism industry by building unique product for each business tourist; by customize their travel plans without purchasing different things from different vendors (Babu, 2014). But, Instant customerisation has not been explored so far.

The domestication theory supports use of technology in maintaining social relationships surrounding information communication technologies (ICTs) for understandingthe complexities of everyday life. Domestication provides valuable insights into how ICTs fit into the structures and routines of individuals' daily livesin the public and private spheres.Domestication investigates symbolic meanings of the interactions and negotiations that take place between individuals within the wider social networks (Silverstone & Hirsch, 1992; Haddon, 2004, 2006), thus adopted for this study.There are evidences that due tothe growth of internet and related technologies, many leading companies are beginning to deploy customerisation on a large scale (Wind & Ramaswamy 2001). Technology enabled applications like WhatsAppposses the capability which can be harnessed for effective marketing and sales approaches in fast developing economies such as China, Brazil, or India, as well as countries in Africa(Modak and Mupepi, 2017). The existing researches on WhatsAppand its applications states that it is a mobile application used mainly used due to its' convenience in

communication and cost benefits (Church and Oliveira, 2013; Soliman&Salem, 2014), sociability, self expression and entertainment (Soliman& Salem, 2014), sense of belongingness (O'Hara et al. (2014), ubiquitous learning (Bere, 2012, 2013; Kevin 2008) and enhancing performances (Yeboah &Ewur, 2014). Although, there is a growing body of literature on WhatsApp and its usage in various context (eg. Church &Oliveria, 2013; O'Hara, Massimi et.al., 2014; Soliman& Salem, 2014; Devi &Tevera, 2014), none of them explored on how it is being used as a springboard in business situations to facilitatecustomerisation.

Thus, this study aims to extend the current knowledge on facilitating role of WhatsApp for customerisation, used by small and medium business and service providers in their day to day customer and client dealings.

Methodology

Since, there is dearth of preliminary research regarding topic of interest, researcher used interview method to explore on thesame.In a qualitative framework, interviews often seek to penetrate social life beyond appearance and manifest meanings (Fontana and Frey, 2005).Thus, this method is used to uncover dimensions, provide insight intouse of WhatsApp in business operations.

The research problem determines who should be included in the data collection, therefore small business owners and service providers who use either normal WhatsAppor WhatsApp business application in day to day business or service dealings are considered for interview purpose. According to Crouch and McKenzie (2006), a small number of cases (less than 20) will facilitate the researcher's close association with the respondents and enhance the validity of fine-grained, in-depth inquiry in naturalistic settings. Thus, researcher considered doctors, academicians, jewelers, garment owners, Photoshop and wedding planner; two from each for the sampling purpose.The detail of sample is presented in Annexure 1.

The interview began with little explanation on research idea, few personal background questions which was followed by relevant questions in logical order, lasted for 15 to 20 minutes. The study was conducted during 15 March to 15 May 2018.The protocol for the interview was reviewed and refined by two reviewers for relevance. The questions are arranged in a logical sequence from WhatsApp familiarity, its usage for business purpose to explore on various dimension of customerisation with the help of some open ended and close ended questions. Some additional questions were also asked during the conversation for further understanding and better elaboration which allowed further depth into the interview. A flexibility approach regarding linguistic barrier was taken care of by conducting interviews in Hindi or English as per respondents'convenience. All interviews were audio recorded and written in the form of notes

Data Analysis:

First, the recorded transcripts were listened carefully and the notes were checked with the recorded interview. The responses in Hindi language were translated from Hindi to English by expert translators. The labeling for the study was checked again in the light of the purpose of the study.Although there are various ways of coding, researcher used categorized coding in a way that reader can immediately see from the master list how and why the answers are grouped in order to

help maintain a transparent process (Table 1). The answers were grouped into different, suitable themes based on similar mean/thoughts/opinions and relevance. Thereafter, the recorded interviews were re-listened and the data re-analyzed in order to finalize theelements of customerisationfor the purpose of the study.

There is failure to agree on universal criteria for judging quality in qualitative research due to an inability to identify a coherent 'qualitative' research paradigm (Rolf, 2006). However, some researchers suggest that the quality in qualitative research is achieved when the researcher rigorously follows a number of verification strategies in the course of the research process (Morse et al., 2002).In qualitative research the validity relates to the honesty and genuineness of the research data, can be checked through number of techniques using triangulation use of contradictory evidences, respondent verification and constant comparison. (Morse et.al., 2002). For this study, respondent verification method is used to ensure the through asking feedback of the respondent to assure what they have mentioned as answer is the exactly match to the categories are carved out for the customerisation. The reliability related to the reproducibility and stability of data on different occasions. The reliability of qualitative findings is independent of accidental circumstances of the research therefore ten interviews are considered to be large enough sample size for a qualitative research in order to be reliable and for the results to show validity.

Findings and discussions

This section presents findings that stand out review of responses on broad questions pertain to WhatsApp use and its role customerisation,followed by discussion on the same.This study explores on a marketer's oriented perspectivefor customerisationin day to day business.It is noticed that leaving personal use of communication, WhatsApp is used for business purpose to remain in touch with customers, clients, project/staff teams, colleagues, vendors, students, patients or their relatives among the interviewees. Regarding the criterion for selection, it is found that all respondents use WhatsAppvery frequently i.e. more than 8-10 times for their business. All the respondents admit to spare at least 2-3 hour a day for business interaction.

Findings on the interaction method on WhatsApp reveal that respondents either interact with customers/clients on one to one basis or create different groups. Further, they create groups of their customers/clients through WhatsAppwhen they become much familiar with them. On contrary, it is also found that doctors and academician do not create WhatsAppgroup for their service beneficiaries. But,they create a group of their colleague/staffmembers for mutual benefit. Indeed, they respond toqueries from their patients or students on WhatsApp if they feel it is urgent.The responses from an in-depth interview lead to reveal following elements of customerisation.

Convenience

The broad question of this study examined the reasons 'why do you use WhatsApp in business/ service.The finding presents ease, in-time, low-cost interaction and transparency as reasons to enhance convenience drastically.Overall there was strong support for convenience and coordination elements. It is reported that WhatsApp is easy to use and low cost tool for interaction. It also helps to respond very quickly even if a person is at distant. Transparency issues are explained in different way by each respondent. Doctors mentioned transparency in work by sharing his daily schedule,

routine tasks or any deviation from routine task to staff members in order to reduce overlapping and confusions. In addition, they can export patient's report and chats which act as evidence in case of conflicting issues among doctors. Similarly, academicians mentioned to share same instructions and content to remain transparent to students. In case of photographer and wedding planners' WhatsApp chat makes clients more committed for final screened work like screening of images, video trimming finalized event style etc.The small business owners reported to share catalogue, images and video of product frequently on WhatsApp group. As consequence, they get customers orders instantaneously if product pleased on WhatsApp. Moreover, readymade garment and boutique owners reported transparency through open feedback on product purchased and checked or uncheckedWhatsApp status reports. Customer's feedback on purchased product brings transparency in context to quality to other group members. In addition checked WhatsApp status helps garment business owners to get ideawhether the customer has checked the detail of shared pictures or not. The elaborated findings for all respondents are presented in Table 1.

For instance, the photographer explained convenience in this way:

> "[I] find it easy and time saving to send photographs for screening, …the Photos, videos for trimming through WhatsApp………, [I] get their choice quickly…., It savesme a lot of time rather going to them again and again….,[I] send pics for proof check.,…….. after lot of chat client final it then and there.…….., no confusion,……no chance to turn back to their words….,"

Instant customerisation has been defined in terms of demands to be fulfilled under zero customer lead time at a price near the price of mass production (Tang, Chen, & Ji, 2007).WhatsApp enhanced convenience of customers through in time interaction and making the whole process cost effective and accepted. These findings are similar to Church and Oliveira (2013); Solim an& Salem(2014) depicting convenience in communication and cost benefits as important dimension for customerisation.

Creativity in awareness and accessibility patterns

The findings on 'Do you feel WhatsApp interactions made your business/ service better than earlier? If yes how? The findings presentnuance in ordering and advertising and promotion patterns. The ordering pattern has been changed due toshared expectations, choices and dream designs. In addition, WhatsApp brought creativity in accessibility through flexibility in appointments or visits timings. Moreover now marketers can share location of their premises by sharing location map if demanded by customers. The findings on advertising and promotion presents new approach in which marketers can update various offers, discounts, schemes in on WhatsApp status without compelling customers to watch the post. This is much enriched feature by which marketer can advertise and promote at low cost without intruding in the customers' privacy.In case of services, this sub theme unable to get full support as both doctors and academician do not prefer to advertise due to the reasons of serving in hospitals and institutes/school respectively.

For readymade garment owner creativity means,

> "[I] get person's choices, inquiries of new arrivals, sharingstock pictures. Customers post catalogue designs/designers design for checking availability… and demand colour choices, size choices…,
>
> [I] update WhatsApp   status in a day or two on new stock updates…,
>
> [I] update discount, seasonalsale,offers."

The key phrases reported by respondents in ordering pattern, accessibility and tailoring the offering are presented in table 1. The above mentioned findings are similar to Modak and Mupepi (2017) study statedWhatsApp infuse creativity in marketing and sales, catalogue circulation, new updates, develop effective marketing and sales approaches in fast developing economies such as China, Brazil, India, and Africa.

Co-ordination

The major findings on question'Do you feel WhatsApp interactions offers value to you'revealthat WhatsApp enable them to remain present or be ready at every point of time for business/service stakeholders.WhatsApp improves Team management, monitoring and scheduling and handle timely updates efficiently.The findings on small business owners' response reveal a list of items on which their customer seeks co-ordination. For example wedding planner updates the progress of wedding related task to team member on regular basis. They also stay updated with each minute of ongoing activities, delay in celebration during actual wedding program through WhatsApp. This interaction help planner to reschedule and implement last minute changes efficiently. For readymade garment owners, this application facilitates staff management during heavy footfall seasons. It also helps them to keep a close watch on delivery of product on time or not, feedback on if any fallacy happened to customers. Moreover, they can monitor inquirieson delivery dates,product availability status, and payment terms.In addition, WhatsApp helps to stay in touch with their logistic partners and vendors through personal communication.In case of services, the quality of service offering is dependent on strong co-ordination among value chain members as the case with doctors.They get soft copy of test report from path labs case of urgency.Similarly, academician coordinate it is related with discussion schedules of classes and exams, assignment submissions, leaves, field trips, etc.

The excerpt from doctor interview is as follows.

> "Team is fragmented in wards and operation theatre, ….[I] instruct them on WhatsApp………., advance informing of my full day schedule by my assistant on WhatsApp, meeting timings,……[I] updatemy delay to reach at clinic…, [I] instruct staff to manage till I come ……,My assistant co-ordinate to the regular patientsand respond to their queries…..., [I] share reports to seniors and colleagues for suggestion.[I] receive video call to look patient condition on exceptional occasions if I am out of country."

The elaborated findings for all the respondents are presented in Table no. 1.Domestication theory supports the interactionand negotiation among individuals within the wider social networks

(Silverstone & Hirsch, 1994; Haddon, 2004, 2006). The analysis suggestsimprovement in various business processes as "better, cheaper, and faster".

Customer support

There is no doubt that a quick customer support carries any business to next level.The findings on question 'How WhatsApp interactions made your business more customersoriented'reveals that WhatsApp has enabled them to remain present or be ready at every point of time for business/service stakeholders.The findings present that small business owners and service providers offer support their customers or clients through problem solving and relationship management. The findings onthe problem solving for doctorspresent resolving patients and their relatives doubts/ confusions on dosages, precautions in eating,share patients reports' to take advice of senior colleagues in case of critical cases. For academicians, it is eliminating confusion on subject issue, circulating supportive online links to reduce confusion. In case of ornament manufacturer, various issues are addressed through WhatsApp. For example, incomplete work on expected date is shared if demanded by customers, fallacy after purchases are reported by sending image of product.The findings on relationship management presentpositive interaction, posting of wishes on occasions such as birthday, anniversary or any festivals etc.However, in case of doctor it is regarding posting of some precautionary disclaimer during seasons susceptive to swine flu, dengue as a creative way to remain connected with society.

The detail of the findings on customer support is presented in table 1.

The excerpt of a readymade garment owner

> " …..If the garment is not delivered on time, or deliveredinbad condition or any default, customers quickly report it, [They] post the default product pic on WhatsApp along with the problem. [I] use default product image and chat as evidence to vendors…., [I]respond them back on the same time……., …assure product change. [I] maintain group interaction on regular basis, …..post wishes on festivals on WhatsApp."

Existing literature suggests that consumer view the producers as service providers if they engage them well (Wind &Rangaswamy, 2001).Small business and service providers now engage customers or client through the problem solving on WhatsAppwhich creates an effective service support system.In addition, this application facilitates sense of belongingness (O'Hara et al., 2014) through continuous relationship management techniques between both sender and receiver.

Co-innovation

The findings on question 'How WhatsAppfacilitates customising a product or servicereveals that both parties(i.e. marketers and customers) jointly produce mutually valued outcome for customized experience.WhatsApp chat brings a blend of ideas, proposals from customers or other partners who give business owners a hint to explore on their requirement which minimizes various risks

associated to customer.The findings present co-creation and co-designing as subtheme from reported responses. In co-designing, customer shares expectations and discuss its feasibility within own limitations. Simultaneously marketers asses it'spractical, logical, and usefulness for the customers through WhatsApp interaction.For example, a photographer is asked for pre-wed or baby shower shoots with different ideas, prices and locations constraints.Similarly, in case of wedding planner, clientsshare expectation on event styling throughWhatsAppimages or ask to share photos of standout weddings to come up mutually agreed idea. This enables photographer and wedding planner to redesign their services in more customized manner. In case of academician, students share concerns and innovative ideas for extracurricular activities, extra sessions to be takenif required. In case of co-creation, it is all about idea of uniqueness, a sense of fancy and whimsies. For example, Customer shares thoughts, imaginations about their dream clothing, fabric fall expectation, and color contrast to boutique designers for future to be made costumes. In case of photographer and wedding planner, the imagination and dream designs of wedding ambience are shared in advance through video clippings by clients and they demand to innovate something new out of it.The findings also present that customer personalize their experience using a business product-service preposition.It is due to the reason that on WhatsAppcustomers are so close that they suggest and discuss then and there about expectations.

For instance, co-innovation is expressed by Imitation jewellery owner:

> "….customer send us images of their dresses andask for match jewellerysuggestions…….,[I] share options of match to occasions……..,They discuss innovative ideas to create unique and different jewellery for special occasions………, [I] offer option of product within their budget,…as per expectation.[I] share firstcopy branded jewellery with little customized modification………'

The findings on co-innovationare elaborated in table 1. As literature suggeststhat the real benefit of customerisationis the ability to design products or services as per customers need (Wind and Rangaswamy, 2001)which ultimately increasecustomer satisfaction (Huffman & Kahn, 1998). A collaborative approach on WhatsApp facilitates ideal experience for customers/clients through co-designing and co-creation.

Conclusion

The performance of business depends on what it does to attract, retain, profitably serve and win its customers. It is all about to streamline all business activities to offer value to customers as per his/her desires i.e. customerisation. Although there are multiple ways to conduct business activities, using WhatsApp in business practices evolved out as a most powerful, versatile and intimate tool by small business owners and service providers.As we discussed, customerisationis all about gettingmomentum in business or through enhancing customer experience and satisfaction level. WhatsAppas a technology based application is benefiting business and service partnersto stay connected with customers. This research study empirically carved out elements of instant customerisation which has not been explored so far. WhatsApphas been proved to be more than just

interaction tool,enabling small business owners and service providers to involve their customers or client to offer great extent of value. As a result, customer now act as active co-producer of business and services through co-innovation which envisages co-creation, co-designing and can be offered more customized product and services. This is simply similar to 'branding for me'.Now, there is creativity in ordering pattern, through build to order approach; premises location sharing through maps for an easy approach; and advanced information on new arrivals through WhatsApp status compares to conventional manner of ordering, advertising. Additionally, it becomes more convenient to offer business and service offering in transparent way in time, at low cost. Moreover, the customer support activities are more prompt in nature from solving customers or clients problems to sharing maintenance support guidelines on WhatsApp. At last, WhatsAppembraced co-ordination has empowered them through team management, networking, timelyupdates, monitoring and scheduling of daily activities, thus offeringexemplary experience to their customers and clients. The presence of instant customerisation in businessesis creating an opportunity for win-win proposition for both customers and businesses without compelling customers and clients; thus, a way to gain competitive edge in competitive markets.

Implications

The efficiency of business depends on how it performs various activities such as customer acquisition, on-time delivery, balance of various business activities, scheduling various tasks in time.There are many different formats for direct marketing like – online, kiosk, catalogue, vending, etc. However the charm for enticingthe customer base is never going to end any day. There is direct implication for non retailers,business from homes, and service providers for customerisation. Technology made customerisation more affordable, assure efficient service delivery process, co-creation,co-ordination which in turn enhance value to customers.

Limitation and Future scope:

This study is confined to limited number of interviews which can be taken up to more towards survey approaches to wider sections of India.There is need to validate suggested elements through quantitative approach to therefore a mixed method approach is suggested for future research. Besides, this study considered limited number of elements which was the outcome of the restricted sample responses. There might be other factors overlooked in present study which future researcher need to consider for gaining complete picture of instant customerisation.

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Appendix 1

Table 1: Sample Profile

Service/Business Owners	Age	Gender	Sectors
Doctor 1(Pediatric)	45	Male	Service
Doctor2(Urologist)	58	Male	Service
Professor(College)	42	Male	Service
Teacher (School)	30	Female	Service
Readymade Garments(Boutique)	36	Male	Small business
Readymade Garments(Shop)	29	Female	Small Business
Jeweler (Gold,silver ornament manufacturer and seller)	45	Male	Small Business
Jeweler (Imitation jewellery seller)	36	Female	Small Business
Photographer	40	Male	Small business
Wedding Planner	42	Male	Service

Table 1. Elements of customerisation						
Key phrases by the respondents					Sub Themes	Themes
Doctors	Academicians	Jewelers	Readymade garment owners	Photoshop/wedding planers		
Pocket friendly dealing with staff	Easy to use it for students and colleagues	Easy send and gets jewelry designs; get work in progress images from staff	Very smooth to communicate, a click away solution	Easy to deal with multiple person for smooth running of activities	Ease	Convenience in dealing
With in few minutes you correspond to patients or their relative even he is at distant	Very quick approach to interact with large students in few seconds being afar from premises	Sending catalogues and simultaneously get customer choices then and there	Prompt group post of multiple catalogues', also quick respond to any query	Screening done very quickly even if customer is far away from you; passing images on email was time consuming..now easy to send quickly	In time	
Very cheap to pocket	Almost no cost , free platform	Very less burden on pocket	Affordable	Almost free	Low cost	
Sharing schedule among staff ,colleagues, Can export to chat for evidence,	All student get same instructions ,notes, content , videos visible to all	Sharing work -in process bring transparency to customers in case of any delay	Can see WhatsApp checked and unchecked status, Feedback on product purchased bring transparency for others	Exchange screened work on WhatsApp makes both party committed which act as proof if clashes happen later on.	Transparency	

Doctors	Academicians	Jewelers	Readymade garmentowners	Photoshop/wedding planers	Sub theme	Theme
Flexible approach for appointments on receptionist WhatsApp no.	Flexible visits; Parent ask for suitable timings on WhatsApp for visit after school time	Built to order ; customer demands several choices on WhatsApp	Custom –made garments based on what is seen elsewhere posted on WhatsApp	Last minute Changes in already set wedding plan and photo shoots through WhatsApp.	**In ordering and approach pattern**	**Creativity in accessibility and awareness**
If Patients/relatives don't knowlocation of visit is shared	NA* Location is known already in this case	Customer share their location for home delivery	Share location map on demand of unknown customers to visit	Share location map, b'day or party locations: guiding vendors	**Sharing location map**	
NA* doctors are specialist, don't require direct advertising	NA* Do not require advertising	Send messages to regular customers for discount in making charges, new offers, updates new arrivals on WhatsApp status	WhatsApp status update for new arrivals without keeping stock in shop; updates on discounts, and offers on WhatsApp group	Free coupon discount schemes updates, festival service discounts, Service bundling offers to existing and potential clients	**In advertising and promotion**	

Doctors	Academician	Jewelry Owners	Readymade garment owners	Photoshop/wedding planner	Sub theme	Theme
Tell staff to manage till I reach, timely completion of emergency discharge summaries,	Frequent students when mega events/annual function is going on at institute/school	All staff members are given common instruction on WhatsApp group	Mange staff by posting instructions on WhatsApp, drop changes in shift hours during heavy customers footfall days	Team members exchange timings of ceremonies, delay in ceremonies, locations if disbursed	Team management	Co-ordination
Assistant updates meeting, no of patients at clinic, get updated patient report before surgery	Send notice, announcement unofficially	Send latest design and catalogue updates	Send latest design catalogue, new arrivals, sale etc	Wedding planner update the plan as or when changes happen to team,	Timely updates	
Video call to staff to monitor patients condition in hospital, reschedule meetings and appointments	On request of group extra classes, remedial, are scheduled.	Close watch on customers' feedback or any kind of responses on WhatsApp group	the order is delivered in time, Close watch on customers' feedback or any kind of responses on WhatsApp group	Schedule shooting sessions as per his suitability, planers monitoring different activity updates at the time of each ceremony	Monitoring and scheduling	

Doctors	Academician	Jewelers	Readymade garment owners	Photoshop/wedding planner	Sub theme	Theme
Solve patient's concern posted by themselves or relatives; Share patients report to take advice of supportive doctor in case of crucial cases	Issues or queries of students are discussed and resolved then and there; if not, suggestion and guidance is provided by sharing online links	Solve queries of customers on many issues like unmatched expectations' of customers, incomplete orders on expected dates; any fallacy after purchase' are posted Handle after purchase issues,	Many problems such as item delivered is default, parcel unable to be delivered on time'. Registered complained is solved,	Delaying issues are resolved; last moment changes like delay in ceremonies, occasion are dealt very easily, clarify doubts while ceremony is going on	Problem Solving	**Customer Support**
Share precautionary disclaimer during the season susceptive to swine flu, dengue	Always Positive responses on WhatsApp interactions	offer maintenance suggestions, wish on customers b'day and anniversaries	Maintain group interaction on the regular basis, post wishes on festivals on WhatsApp	wishes on festivals or occasions to team and clients from data	Relationship Management	

Doctors	Academicians	Jewelers	Readymade garment owners	Photoshop/wedding planner	Sub theme	Theme
NA	Mutual consent on extra session/class activities	Customers viewpoint on dream designs is shared, feasibility with in price is discussed	Sent other designers design to assess, negotiation on timeline, delivery, price, return policy	pre-wed or baby shower shoot with ideas, price and location constraints chat; demand for stand out wedding	Co-designing	Co-innovation
NA	Students share concerns and innovative ideas for extracurricular activities	Customer ask for suitable jewelry suggestions for selected dresses, send other designers' jewelry picture and demand modification for fancy or unique touch.	Customer share thoughts, imagination about their dream clothing, fabric fall expectation, color contrast	Imagination, and dream designs of wedding ambience are shared in advance through clippings by clients to modify, to innovate out of it	Co-creation (More a sense of fancy, whimsy , idea of uniqueness)	