

## Final Proposal

I am interested in studying online booking and shopping portals for service-style companies to better automate and serve their customers, making a more fluid and customer-friendly process.

One of the biggest problems with smaller, local companies is not having the benefit of an IT department or even marketing to build a site or system for their customers. They must resort to the old ways of phone calls and paper invoices rather than emailing or having automated quotes. Studies have shown consumers are 80% more likely to spend more with a company that has a site or system with an automated booking system and/or functioning website. Faith Based Services is a local service company offering a variety of services for homeowners who would like to re-design their site and implement a system that will compete with larger companies. Their reputation for great work is immaculate but are behind when it comes to technology.

There are several services out there to fix this problem, but the ideal situation would be to build a simple website to get them started. Once the site is up, we could go in and add other services and link in any 3<sup>rd</sup> party applications. The main thing is visibility and creating something so customers can book and pay online and see other services. The website will be informative on all services offered, as well as a booking service that will notify the company of booking. The website will offer a customer portal, like a profile where the existing customers can pay invoices, request other services, get help and ideas on other projects, and get support. The 2 key factors are user-friendly and detailed as the company provides several services.