

19TH MARCH 2019

MONO PRODUCT WEBINAR



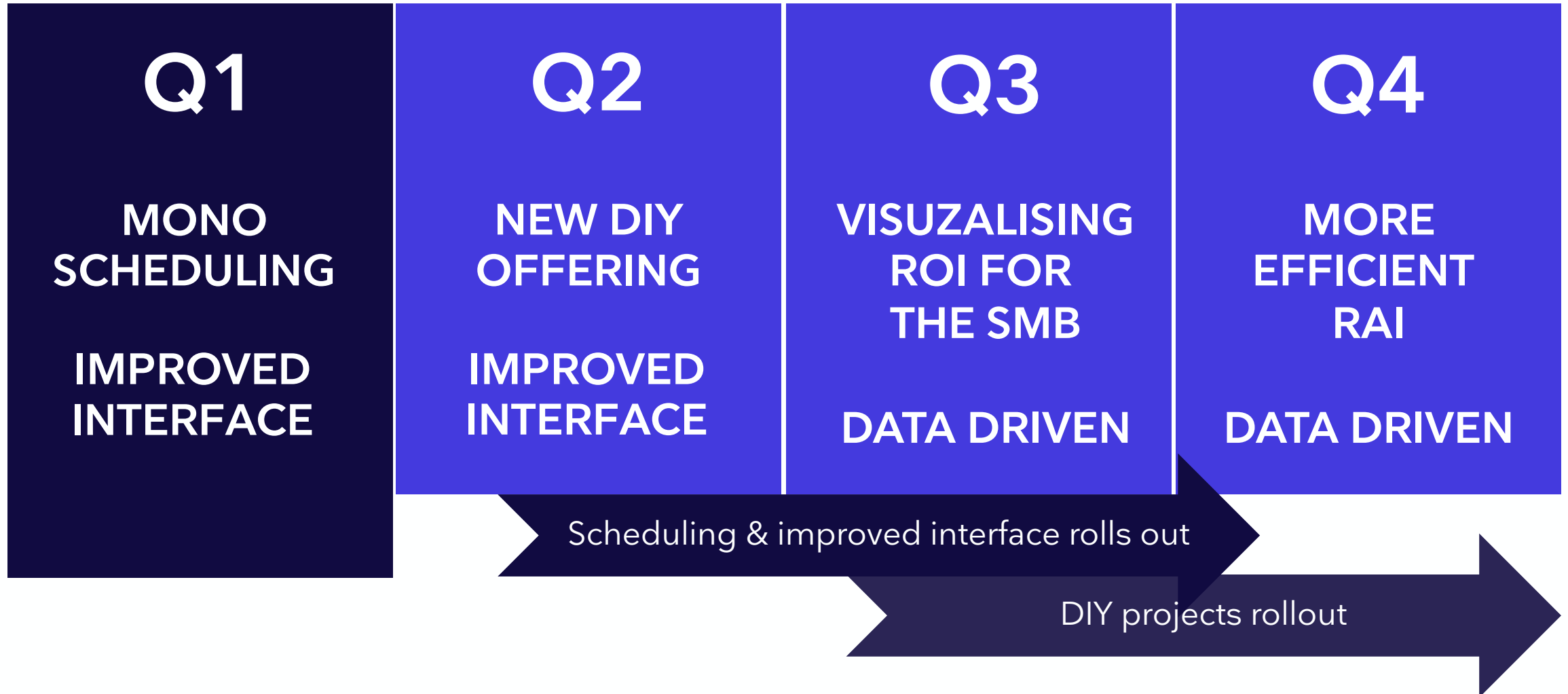
Today's presenter:
Svenn Andersen, COO



AGENDA

- PRODUCT DEV FOCUS IN 2019
- STATUS ON THE IMPROVED INTERFACE
- THE NEW SCHEDULING PRODUCT
- VERTICAL EXAMPLES
- Q&A

PRODUCT DEVELOPMENT FOCUS IN 2019



THE NEW EDITOR INTERFACE

EFFICIENCY IS KEY

“How many mouse clicks does it take to build a simple website?”

- The current interface: 115 clicks
- The new editor interface: 54 clicks

53%

**Decrease in the amount of
clicks to build a website**

THE FIVE KEY TIMESAVING FEATURES FOR FULFILLMENT AND DESIGN TEAMS

1. Add an entire, pre-built row to your website
2. Add pre-built page layouts
3. Easy and fast to add and edit modules
4. Global Design
5. Keyboard shortcuts

STATUS: IMPROVEMENT INTERFACE DEVELOPMENT

DONE

- Improved Editor Interface
- Pre-built rows and pages
- Quick navigation
- Same-view edit of header & footer
- Global Styling
- Visual "drag-editing" of spacing and sizing
- Keyboard shortcuts
- New text editor
- Dashboard with site statistics
- Code-free site animations
- Responsive interface (all except site builder)

RECENTLY ADDED

- **Customer management v1**
- **On-Site Engagements**
- **Blog**

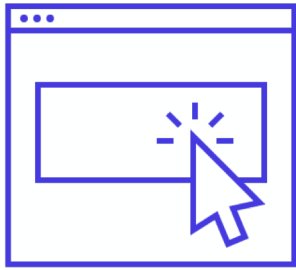
COMING

- User-roles manager
- Notifications (in-editor)
- 301 Redirects Manager
- Settings (PWA, WCAG...)
- APP integrations (Yext etc.)
- SEO checker
- Dashboard w. booking & ecommerce
- Email Marketing feature
- Final UX & design optimizations
- E-commerce & related modules

MONO SCHEDULING

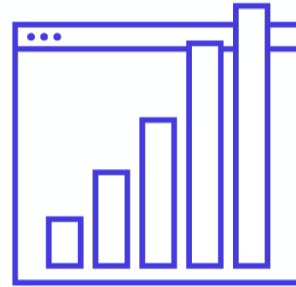
MARKET RESEARCH: ONLINE SCHEDULING

The scheduling market holds great opportunities for partners



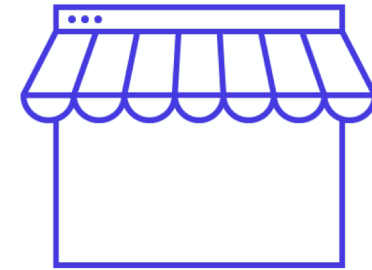
**Nearly 70% of consumers
prefer to book
appointments online**

(GetApp 2018)



**Online booking market will
grow 15% from 2018-25**

(Radiant Insights)



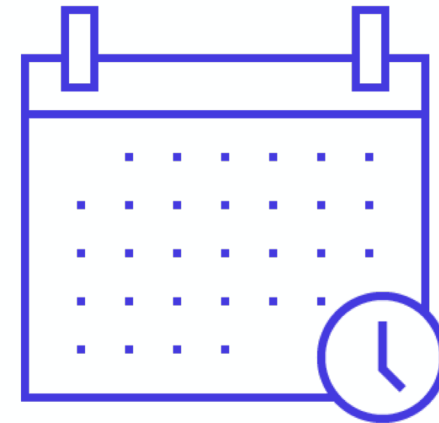
**35% of (DIFM) SMBs currently
use online scheduling, and
50% of those who don't have
scheduling plan on using it in
the next 12 months**

(BIA DIFM / DIY Report 2018)

MONO SCHEDULING

Easy-to-use solution, affordable for SMBs and great market coverage

- All-in-one scheduling targeted at a broad range of customer segments
- Fully native solution that makes easy for SMBs to structure their business
- Unlimited bookings, staff and users
- Automatic reminders (email and SMS) to reduce 'no shows'
- Embed on any website, regardless of platform



SCHEDULING SCOPE

Version 1

1:1 appointment scheduling - a person is performing the service - fixed time service

1:1 booking of things - the service is a resource and no person is booked - fixed time service

Examples:

Beauty and
Wellness

Consultancies

Health
Services

Sports Venues

Restaurants

Meeting/event
Rooms

Future

Class and event scheduling - more people can attend, and a person performing the service - fixed time

Classes

Events

EXAMPLE USE CASES

<u>Vertical</u>	<u>Conversion goal</u>	<u>Link</u>
Hair and beauty	Book appointment	Click <u>here</u>
Cleaning service	Book service	Click <u>here</u>
Lawyer	Book a call	Click <u>here</u>
Sports club	Book a resource	Click <u>here</u>

STATUS: SCHEDULING

DONE

- Multi-language support
- Time zone support
- Multi-currency support (not payment)
- 1:1 appointment support
- Booking widget
- Booking management
- Appointment calendar (week view)
- Automatic and manual approval of appointments
- Staff, resource and service management

RECENTLY ADDED

- **Calendar Synchronization (one way)**
- **SMS Notifications**
- **Staff Availability**

COMING

- Subscription limitations
- Scheduling external
- CRM integration
- Payment
- Event booking
- Class booking
- Google Reserve

SCHEDULING ON EXTERNAL SITES

CUSTOMER WANTS THE BOOKING ENGINE TO INITIATE FROM...:	A website hosted by Mono	An External 3 rd party platform
Requires	<ul style="list-style-type: none">• Site subscription• Scheduling Subscription Intern	<ul style="list-style-type: none">• A listing on an external platform like FB or a Directory platform• Scheduling subscription Extern
Application frontend-overlay launches from:	<ul style="list-style-type: none">• The mono site (Scheduling button)• A shareable link (that you can insert in an email for example). When clicking the link, the user is redirected to the Mono site and the overlay auto-starts.	<ul style="list-style-type: none">• A code snippet (java-script) which can be added to a site (where it generates a button on the external site).
Overlay styling	<ul style="list-style-type: none">• Inherits from site (Can be edited)	<ul style="list-style-type: none">• Generic (cannot be edited)
Booking Button Styling	<ul style="list-style-type: none">• Inherits from site (Can be edited)	<ul style="list-style-type: none">• Controlled by the 3rd party platform CSS
What's behind the overlay?	<ul style="list-style-type: none">• The Mono site	<ul style="list-style-type: none">• The external website/platform
Notification email (sender) options	<ul style="list-style-type: none">• The SMB is the reply-to (can be edited)	<ul style="list-style-type: none">• The SMB is the reply-to (can be edited)
Tool access - What the customer see when logging into the tool	<ul style="list-style-type: none">• The dashboard and full editor options depending on active subscriptions	<ul style="list-style-type: none">• Through the reseller specific Login-page• Access to scheduling section only

Q&A

