

Give and Get the Best for your Customer

“ We must identify changing consumer preferences and develop and offer products to meet these preferences. Consumer preferences evolve over time.

The success of our products depends on our ability to identify the tastes consumers and to offer products that appeal to their preferences.

If we fail to introduce new and improved products on a timely basis, the return on that investment will be less than anticipated.



— General Mills 2015 Annual Report

Are you getting it right?

61% of CMOs say they have a long way to go in using big data properly.

74% of marketers cannot recognize customers in real time.

89% of customers who switch from one business to its competitor do so because of poor service.

Helping Brands Evolve

The Opportunity

Brands are aware more than ever, they need to keep pace with changing and evolving consumer preferences or risk wasting resources, losing loyal customers and severely shrinking revenues. Changes in consumers' tastes are driven by mobile technology and social media and brands need to be proactive and available for consumers when the moment of inspiration to converse arrives.

The Solution

Suggestion Lab is a B2B platform, developed exclusively for brands to use as a bridge leading directly to consumers. Consumers want to and need to be heard and brands are looking for the right place to connect with consumers. Suggestion Lab delivers the platform, the tools and the resources to give brands direct access to consumers in real-time. Real-time access means real-time information. How is the product being received in the market? Where can we improve and how can we make it the best product for you our customer? We want to help brands answer these questions to satisfy their customers' needs. We also support the brand's efforts to reward loyal customers for valuable, actionable data they provide all in real-time.



SLIDE OUT

Capture consumer contributed and directed data right from your digital domain with an on-page experience.



SHOWCASE

A branded URL with your own colors and images. Showcase gets the message out and captures customer rich data.



SERVICES

USuggest-It builds and maintains your experience. We are your admin, ready to create custom reports.



REWARDS

Integrate your rewards programs to complete the circle and build loyal customers

About Us

Suggestion Lab is the B2B facing side of USuggestIt, Inc. Started in 2013 with a single purpose to be the bridge between consumers and brands Suggestion Lab delivers real-time, direct, structured data that can be shared through social media giving brands a detailed picture of what consumers will buy. We help brands meet consumers head-on with the products and services that meet consumers changing preferences. And because needs and preferences change, we help brands stay up to date by providing consumers an integrative humanizing experience to communicate their needs directly to brands.

The Technology

Our platform provides a fully hosted solution created using the brands own branded guidelines

We have developed publically facing APIs that allow for flexibility and can deliver structured data to other CRMs easily.

Our integration points for the brands digital properties are a simple JavaScript that will live on the brands page or call our APIs for in app experiences.

All data is delivered in real-time. and we scale on demand to meet projected an actual need and have full fault tolerance.

Your goal is our goal!

There are two times when a company like USuggest-It is needed to support the brand. When times are good and there is a lot of money and competition is fierce and when times are hard and what is competing for consumer dollars has expanded.

The Suggestions Lab platform is a brand building experience. We deliver consumer contributed direct real-time data that is socialized to gain acceptance and momentum. We help the brand make the customer feel they are part of the experience and appreciated. By building a relationship with your customer through multiple digital channels, your brand creates a whole new way for consumers to interact

Our goal is to be the company that brands trust to get structured data that eliminates risk so brands can focus on creating products & services that align with consumer preferences and fuel brand growth and increase revenue.



On average, customer-centric companies are 60% more profitable compared to companies that are product focused.

Source: <https://goo.gl/U8bZ5t>

Request a Demo
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