



A Networking Site That Boosts Your Business

Many have tried popular networking sites in the hope that they would one day lead to business opportunities. But such cases are not the norm so if you're in search of a networking site with a more business slant, take a closer look at Wapr.com.

Onkar Sharma,
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There's no doubt that networking sites have changed the way business can be conducted, allowing firms possibilities far beyond their physical limits. Yet, when it comes to generating enough business leads, reaching out to premier customers to learn their preferences, and

measuring the return on investment (ROI), these sites fall short. Inspired by this lack of measurable business drivers, Wapr.com, a networking website has been launched. "Wapr.com is a business network," says Kiran Teegala, CEO, Wapr.com, "for small companies and professionals empowered with social networking, customer relationship management and socio-metric analysis."

A company profile that doubles up as a website

A single page profile may perhaps not sound like an exclusive idea as most networking sites allow users to create one. But unlike its established counterparts, Wapr.com lets you set up your profile as a company website and hence reduces the bother of owning one on a paid, hosted platform. In other words, Wapr promises to provide a unified platform for small companies to promote and conduct business. "Wapr provides every member company a comprehensive single page profile, where they can put up marketing material (videos, PDFs, docs, podcasts, etc), job openings, supply needs and opportunities, press releases, customer testimonials, and product information," explains Teegala. Wapr enables small companies with tools that empower customer support, business development, human resource, marketing and sales, and the internal communications of a company.

Like a built-in intranet or CRM

Wapr also serves as company intranet and allows seamless communication within an organisation, according to Teegala. Besides, Wapr is supposed to have CRM capabilities that allow small businesses to work on a sophisticated business application that would otherwise require them to put down a

lot of money to implement.

Since it is a social networking platform, companies might worry about how secure their data really is. They also may be concerned that their critical data could become accessible to 'outsiders' on the network. Teegala offers the following assurance, "Your Wapr account works like a company's intranet and only displays data that you make available for public access. For example, the various departments of a firm interact with online customers or visitors and such conversations are accessible only to the account managers or the users that have permitted access."

On their profile page, companies can make public a few sections that can attract them attention from clients, buyers or professionals. They can, thus, display product catalogues, job openings, marketing material, blogs, testimonials and press releases.

Automation of various business processes

Wapr helps streamline businesses by allowing the entire company network to function online. "It helps registered companies conduct business smoothly. For example, visitors on the website are routed to the customer support department, those entering the career section are directed to the HR department, while visitors on the marketing material page are led to the business development team. This helps streamline processes with total management control and ownership, increasing productivity and efficiency within the organisation," reveals Teegala.

Improved ROI at low costs

With the recession, minimising operational costs and improving

ROI are the primary concerns of companies. Wapr boasts of helping companies reduce support costs by providing a powerful tool called Wapr 24x7. This is a live chat software hooked to the website to provide a better experience to visitors and customers. According to the company, it increases customer satisfaction and sales conversion rates. Normally, companies spend between \$30 to \$150 per month on such software, whereas Wapr provides it free of cost.



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Wapr Analytics, another tool on the site, regularly provides reports on customer behaviour and employee performance, enabling informed decision-making and it helps evolve the right strategies to increase productivity.

In addition, a company's profile on Wapr.com is searchable on almost all popular search engines, say sources. This enables businesses to reach out to their audience of customers and professionals over the Web. The job vacancies posted on the company profile pages are automatically forwarded to registered and suitable professionals.

Automation of various company departments

Besides allowing a comprehensive profile, the networking platform lets companies:

- Start networking and connecting with other companies
- Add all of their employees/ departments to the company profile
- Use WAPR 24x7 for live chat
- Use WAPR Live, which makes it easy to connect and do more
- Set privacy settings through the 'Who can see whom' option
- Empower their profile on other social networks/blog sites with a real-time presence and live chat option
- Receive business leads

The pay-as-you-grow model lets you start free

Wapr allows companies to choose from its three subscription options: free, basic, and premium. Registration is free for all companies and most of the features are accessible to free users, with a certain usage limit. Businesses can start with the free option initially and then move on to the basic or premium versions as their business grows. "We believe that the pay-as-you-grow model really suits small companies so they can use the free account to benefit their business and when convinced, become paid subscribers," remarks Teegala.

For a basic subscription, the company charges Rs 2310 (\$ 49) per month and for premium subscriptions it charges Rs 9374 (\$ 199)

Though it would be too early to state that Wapr is the dream platform that small businesses were on the look out for, it nonetheless, comes packed with new features and improved technologies. These can certainly launch small firms into the big league. ■