



B—works

PASSIONATE WEB & DIGITAL DEVELOPMENT

Chatbot Showcase: Project Cosmobutler

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What is Cosmobutler?

A Digital Concierge that lets you book local services

User Point of View:

- Book local services like laundry, home cleaning, etc. online on www.cosmobutler.com
- Pick-up and delivery service until 10 PM, daily
- Save time, manage your orders digitally, don't need to go to the shop/ call

System Point of View:

- A Multi-Service Booking, Logistics, and Order Fulfilment IT Platform
- Work with Uber-like drivers that use the Cosmobutler App for pick-up/ delivery
- Work with local partners (cleaning providers, laundries, cobblers)

Why a Chatbot? To make it easier for the customer

What we had:

- Online orders
- Still many orders placed by phone/ e-mail

What we wanted:

Make booking even easier, more direct, faster (book, while you're sitting on the plane and chatting with a friend)

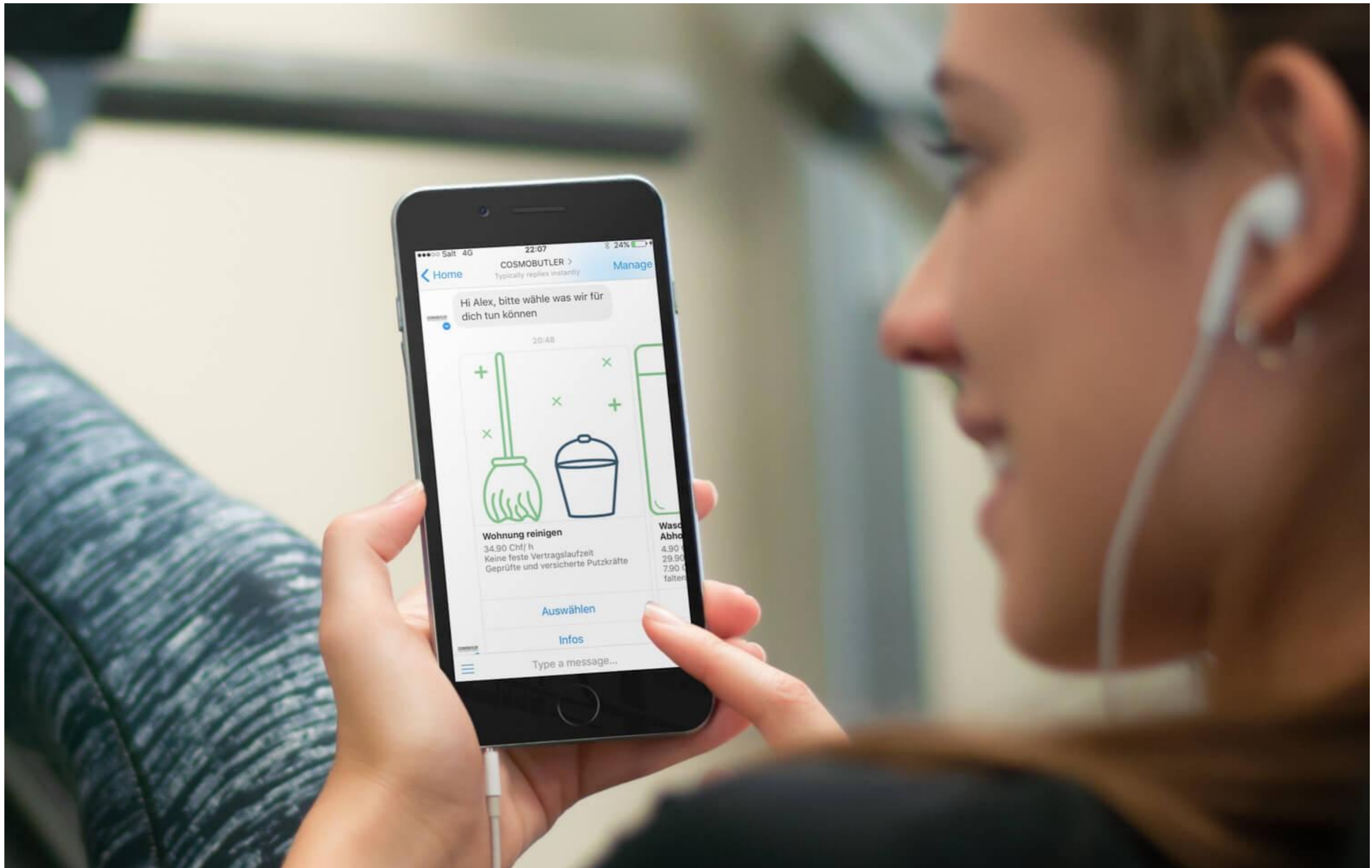
Motivation:

- Faster orders
- Be independent of platforms (iOS, Android...)
- Intuitive
- Appeal to the younger "Snapchat" crowd → i.e. "Websites are dead!"

Cosmobutler Chatbot



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Start lean, learn from feedbacks, take it from there

Development, Testing, Refinement:

- Develop based on best-knowledge (remove anything that doesn't break the process)
- Do user testing: guided and free
- Improve and refine

Step 1:

- Lean chatbot that handles requests well
- No connection to back-end
- Get orders by e-mail, manually enter orders

Step 2:

- Connect to back-end
- Get orders automatically in the back-end
- Automatic order fulfilment

An Agile Full-Service Web Agency focused on UX, Web and App Development

We are a **Full-Service Web-Factory** focused on **UX, Web and App Development**, using the open source framework **Drupal 8** and **JavaScript**. With offices in **Zurich, Switzerland** and **Bolzano, Italy** B-Works is a leading **expert at the intersection of customer psychology and technology to translate client requirements into successful Digital Solutions**.

Our Approach starts at defining the **Target Actions, Customer Personas and UX Layout**, before we begin with **Design, Web Development and SEO**. We believe in a holistic approach that involves all parties, from **UX, Design, SEO, Testing and Development** in an agile process.

We serve as Web Development and Technology Partner for medium and large Private Sector Companies, as well as Creative Agencies. We also help startup companies grow, by taking on the function of interim startup CTO for selected, promising digital ventures in Switzerland.

B-Works is Agile and uses Scrum to prioritize business value and to shorten the release, feedback and improvement cycle of digital projects.

Our Specialties



UX, WEB & RESPONSIVE DESIGN

- User Experience & Service Design
- Responsive Mobile & Web Design
- Usability & Conversion Optimization



E-COMMERCE

- Web & Mobile Commerce
- Payments & Supply Chain
- CRM & CMS set-up
- Online Marketing



DRUPAL DEVELOPMENT

- Drupal 8
- Setting up Content Management System
- Migrating Drupal 7 to Drupal 8



WEB & APP DEVELOPMENT

- Front & Back-End Development
- App & Web-App Development
- JavaScript, NodeJS, PHP



Alex Benincà, CEO & Product Owner

Alex is a **creative problem solver** with an **engineering, management and marketing background** and experience spanning different industries, including Strategy Consulting, Internet of Things and Energy.

- ▶ Key competences: Product Development, Agile Project Management, User Experience
- ▶ Education: BSc. Aerospace Engineering Ryerson University, Toronto, MSc. Management ETH Zurich, Customer Focused Marketing London Business School, Certified Professional Scrum Product Owner
- ▶ Industry Experience and Projects: Strategy Consulting - Arthur D. Little; Power and Energy - Alstom, EGL AG, Axpo Trading AG; Internet of Things - Cosmobotler; Mobility - SBB

Experience & Projects



Education & Certificates



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