

Online Business Management Tools for Small and Medium Sized Businesses



Daniel Hristov - CEO

About Deskgod, Inc.

In 2012, we laid the groundwork for Deskgod, after an interesting conversation when one of my close friends decided to stop by my office. He had seen the set of our custom built applications that we use to manage our websites and became intrigued. My friend asked if it was possible to install the same set of applications onto his company's websites without questioning the high price I asked for. At that time, I thought that it will take me no more than a week to transfer the existing technology but I was so wrong! It took me over 3 months of implementation of the software onto his website. I spent a lot of time adapting the software based on his business needs and server architecture.

We soon realized the big problem! Our research shows that there is a lack of solutions suitable for small and medium sized businesses that cover all of the stages of the visitor activities. Our solution only takes minutes to install onto each website and it does not take an IT expert to do it.

In 2012, I created Deskgod with a great passion and had a strong vision in order to build a notable company – a game changer with our advanced technology and through experienced leadership. This is a company that provides tremendous value to its clients. A company that creates monumental returns for the investors. This is a company that gives its clients a software that is so very easy and simple to use on a daily basis. It leaves its clients with a feeling of relief, because now they have a system that really works based on their individual business needs. No more hassles!

Deskgod's vision is guided by the idea of providing small and medium sized businesses with the same type of software tools that only large corporations are able to use and afford. Providing them with the right tools and the ability to be competitive in their field, an opportunity to keep growing even when the economy is bad. Having this type of freedom and flexibility is what they were hoping to achieve but in the end they got the edge they were looking for in order to grow their businesses faster.

To succeed and survive in our world of constant change, marketing professionals need a new breed of software that can handle the changes in the marketing environment. A new type of software that assists them in converting more and more of their website visitors into paying customers with ease. They now have the ability to build sustainable growth and connections with their clients over time and eliminate the intense complexity of customer engagement in real-time.

Sales professionals must communicate flawlessly with their clients across all of the stages of the web-sales funnel and marketing professionals must have data and analytic insights in order to understand how to distribute marketing budgets.

Our solution is very easy to use. It is for individuals who believe that marketing should be made simple. Visitors Lifecycle Management (VLM) is unlike any other type of a business solution. Systems are typically configured once and used for years to come with some small changes. The real market is much more dynamic, companies need to routinely adapt their systems to the changing environment each week or month effortlessly, without having to become an IT expert. Deskgod customers agree that they have tremendously reduced the time they previously spent switching between different disjointed systems by 33%. This result freed up their time considerably and gave them an opportunity to work on prioritizing tasks and to become more creative.

Our solution faces all of the challenges that web businesses experience every day. The solution is one that covers the entire journey of website visitors and controls all aspects of visitor's lifecycle management. It saves customers a lot of time from constantly having to switching between multiple applications, which are necessary to accomplish one single task, e.g. email marketing, analytics, help desk, live chat and more. Visitors are the reason online businesses exist and so, they must be accurately guided into becoming your loyal customers, so they don't become the competitor's customer.

Deskgod was envisioned and developed by individuals that have years of experience as website managers and understand first-hand what online businesses need in order to become leaders in their industries.

Our solution is a suite, a complete package of all of the tools necessary to manage your online business. Your website visitors don't have the knowledge of what type of tools you use to manage your website but they do indeed notice if you use standalone disjointed systems that gives them a 'disorienting user experience' while they move through the different stages of the web-sales funnel.

Deskgod Visitors Lifecycle Management (VLM) scales the entire customer experience to a completely new level. It covers all of the stages of the web-sales funnel and it combines a complete range of tools needed in order to manage the entire Lifecycle of website visitors. With the power of integrated features, Deskgod is the only comprehensive (VLM) solution for online businesses, available on the market.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

CEOCFO: *Mr. Hristov, would you tell us the concept at Deskgod?*

Mr. Hristov: Currently in order to support the visitors of the website through the lifecycle, starting from visiting the website throughout browsing the different pages and products. After that supporting them when they are your customers. Currently the website owners and managers need to use different systems and tools, which are produced by different vendors. The problem in the market today is that these tools are connected to the website but they are not interconnected between themselves. Because they did not share data between themselves, the website owners did not have the right picture of what exactly happened and where they have lost their visitors on the website. Deskgod is providing them with one seamless solution where all of the tools for managing the website traffic share common DNA and it works seamlessly together like one production line to convert visitors into customers.

"Deskgod will help you build long lasting relationships with your clients. It will be your guide and help you do business more successfully. We give our clients another perspective on success." - Daniel Hristov

CEOCFO: *Are there many systems that are able to coordinate in the way Deskgod does or is this a new idea?*

Mr. Hristov: This is a new concept. There are few systems that are trying to do that but they are not complete and they do not enclose the whole lifecycle. At the end of the day, from the user's point of view, they also have a problem and it is that the system they use is just not complete. Some of the players in the market are trying to buy another tool and make this tool work with their current solution. This is not always possible though, because to be a working solution is to share a common DNA and they should work together.

CEOCFO: *What are some of the biggest challenges technologically to get everything to work as one?*

Mr. Hristov: Everything is challenging. Making analytics work together with the live chat and emailing is a challenge because the systems work very different. When you look deeper, you will find for example when you are in the live chat and chatting with a customer, it would be interesting to have data from analytics and to know not only how to lead the chat, but how to speak and communicate with the customers. In the current market, this is not possible, because as I mentioned, these tools are not connected, so our challenge was to make these tools work together and from the live chat to get this data for analytics. It is the same way when you receive a support ticket, you could get the data if the user was in a previous live chat with one of your colleagues. The challenge was to make the different working tools work on the same database and share the same DNA.

CEOCFO: *How long has Deskgod been available?*

Mr. Hristov: Deskgod has been available for about a year and a half now. Prior to that, we made integrations for companies and then we decided to convert this into a marketable service to commercialize the idea.

CEOCFO: *What types of companies are using your service today?*

Mr. Hristov: The types of companies that are using our service today are small and medium sized businesses; businesses that run their own websites, market their solution alone. These are businesses that you see every day, such as the flower store around the corner or stores that sell self-made items. This is our main market today.

CEOCFO: *How do you reach potential customers; do they know you exist?*

Mr. Hristov: People know we exist. We are trying to educate people and show them the easier and better way to manage their internet business. It is a challenge for us to educate people and show them that there is better and easiest way to internet business with one seamless solution.

CEOCFO: *How are you able to prove to people that you have something of value?*

Mr. Hristov: Most people do not know that such a solution even exists. They do not understand that such features are possible. Some of them are fully evangelized by Google and think they can get everything they need from there but once

they see the demo and see how the solutions solves everyday problems and how it improves their business then there is a real 'wow' moment. Then these people become lifetime customers.

CEOCFO: *How does the implementation work?*

Mr. Hristov: The implementation is a very easy process, just copy and paste a line of code. If you are running a CMS like WordPress, you just enable the plugin and you can start using the solution.

CEOCFO: *How have you made changes or tweaks since your product has been available?*

Mr. Hristov: I changed many things from the original concept. The changes we made were based exactly on what I learned from my customers. I learned that some things are more important to them than others and I developed the system based on their requirements. I am working for them every day and I am developing the system for them. It is a nonstop learning process.

CEOCFO: *Can you give us an example of what you have changed since the beginning?*

Mr. Hristov: In the beginning, we presented our solution as a set of tools that people can use together but after that, we understood that people are not familiar with the concept and why they should use these tools together. Soon after, we created our solution in a way where you can teach more people how to get better on the web. We teach people the concept of web sales automation and how to keep traffic going in a straight line to the desired goal.

CEOCFO: *How is business these days?*

Mr. Hristov: Business is growing and we have loyal clients that continue to successfully use our service and there are very few that discontinued our service. The business has very big potential.

CEOCFO: *What surprised you most as you have grown and developed the business?*

Mr. Hristov: Once we began to sell the solution in different languages and countries, we understood what the different the requirements were. It was good for me to learn the different points of view of different people.

CEOCFO: *What is your geographic range today?*

Mr. Hristov: Our headquarters are in San Francisco. We have a development team in Eastern Europe and now we are starting with a partner in Belgium.

CEOCFO: *Why pay attention to Deskgod?*

Mr. Hristov: Deskgod will help you build long lasting relationships with your clients. It will be your guide and help you do business more successfully. We give our clients another perspective on success.

BIO: Daniel is a technological veteran, with 16 years of experience in building and managing breakout technology companies.

Before Deskgod, he was President and CEO of Aupair-Options.com, a company that Daniel built from the ground up, bringing it tremendous success in a short time. Formerly, Daniel was CTO of a privately held company heading the programming and product development departments.

He also held leadership positions in several NGO's, well known in the technology industry. He is the author of many marketing strategies, the most popular being the concept of Visitor Lifecycle Management.

Daniel holds a Masters' Degree in Computer Science.



Deskgod, Inc.
302-966-9647
www.deskgod.com