

# Digital Services

Innovative, seamless digital solutions to  
complex, real world needs.  
Delivered with honesty.

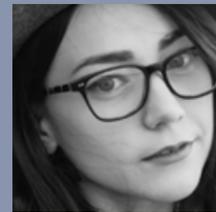


# Contents



Concierge

3



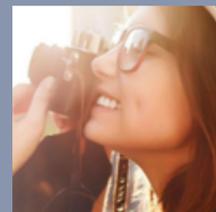
FramesBuy

8



Original Review

13



Billbooks

18

Launch the websites

18

Digital Services Capacities

24



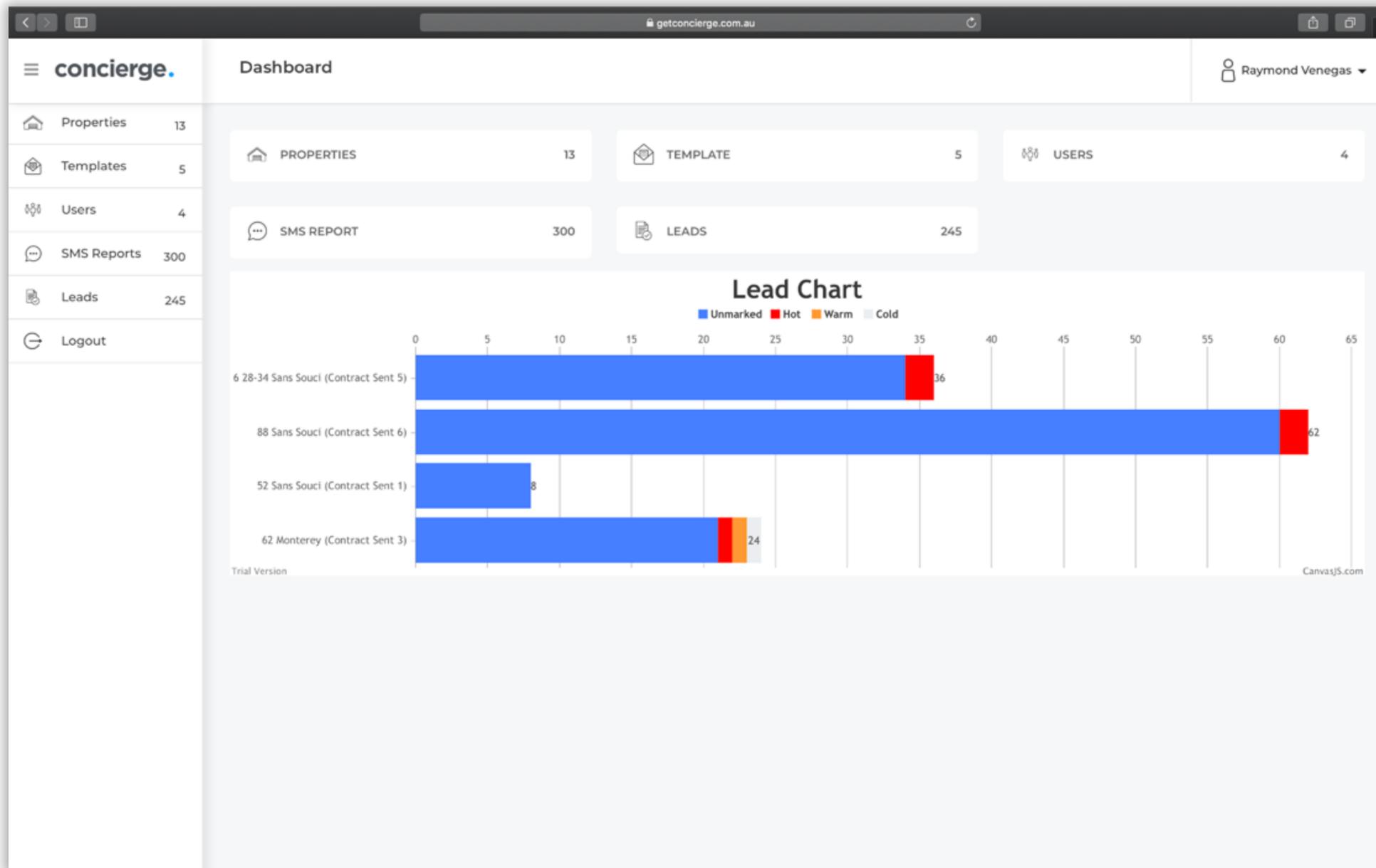
concierge.

# Concierge

The future of open inspections

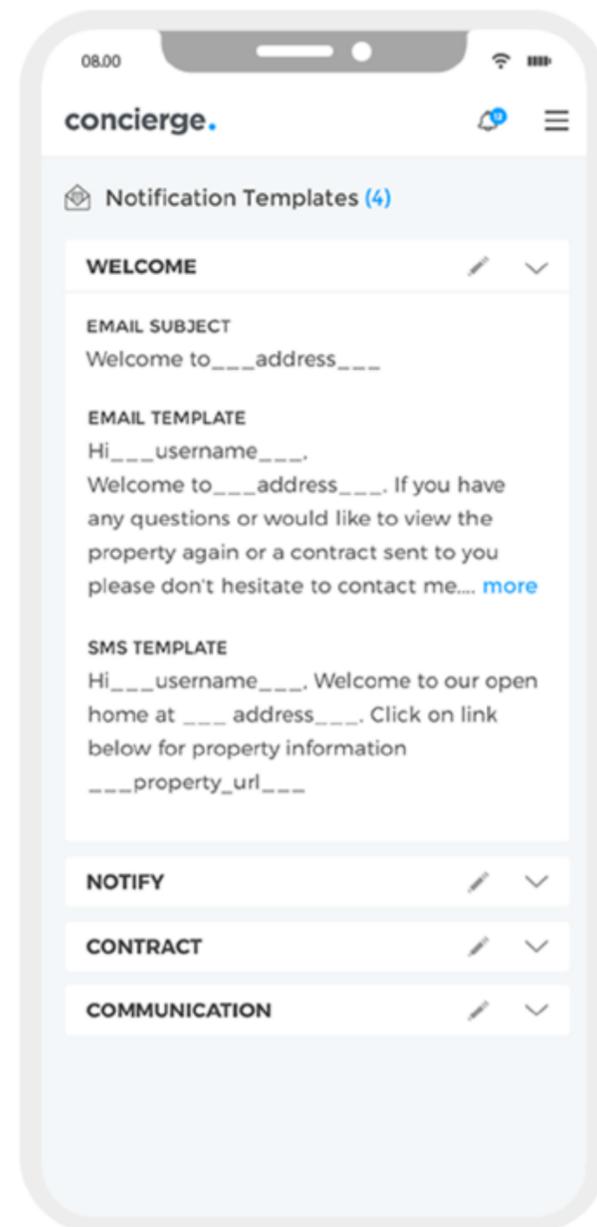
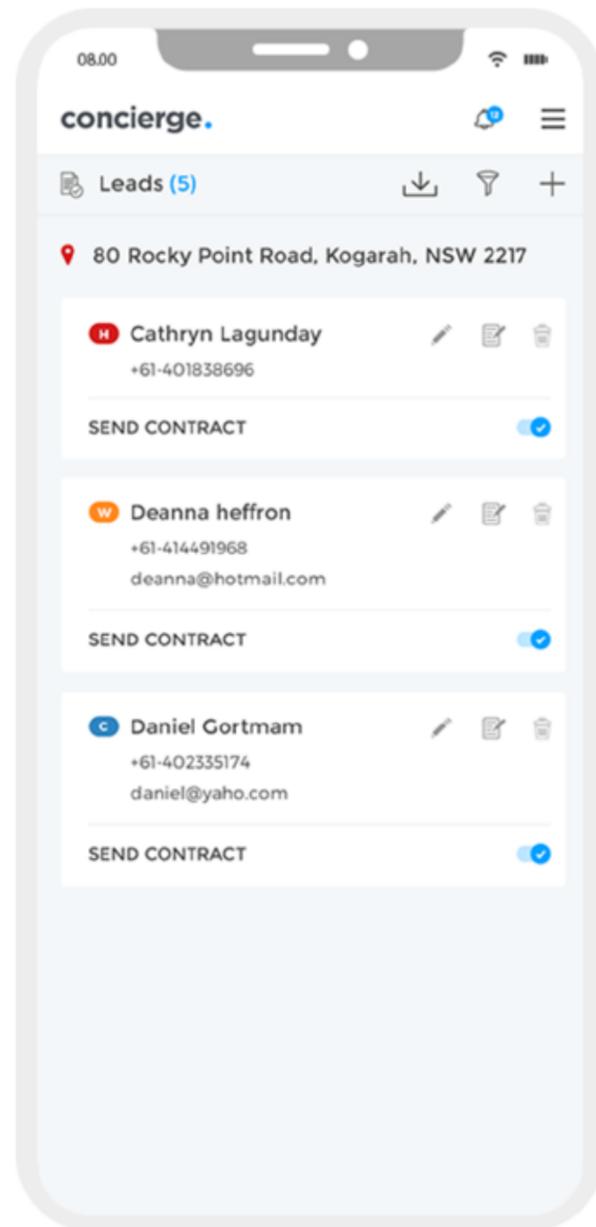
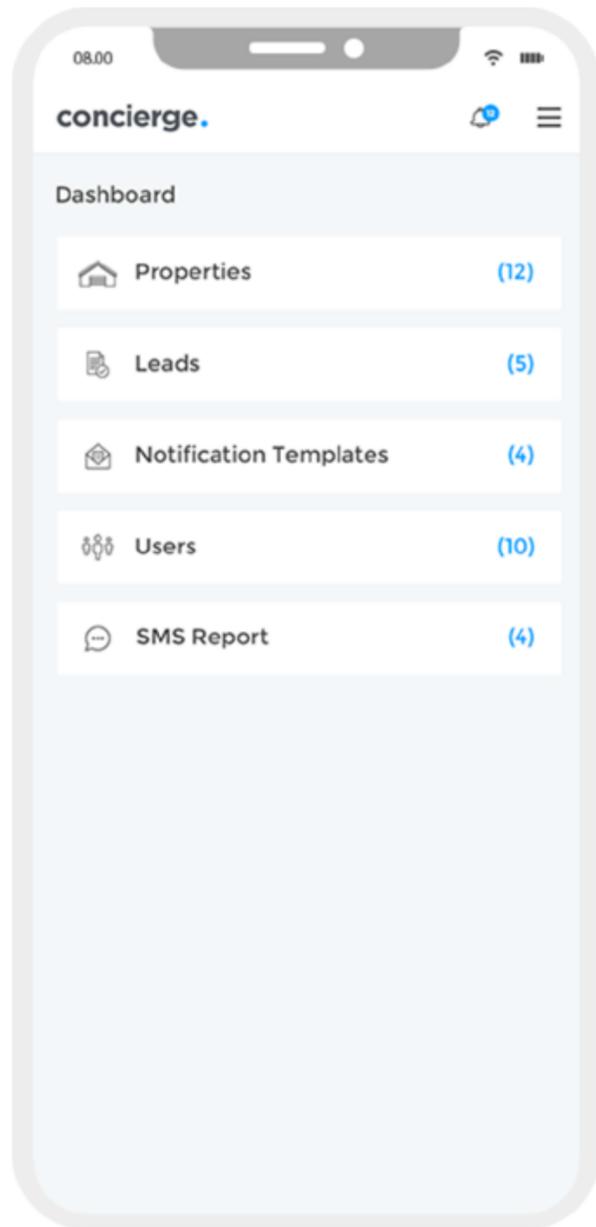
Created in collaboration with real estate agents – for real estate agents, Concierge provides smart lead capture, one click reporting, and intelligent broadcasting for open inspections.





# Branding Web & Mobile App Google Search

Listening to the problems faced by realtors during and post inspections, and working collaboratively with them in the design and user experience process, formed the foundation for this unique tool that saves agents time, and provides both top level, visual information on their properties as well as detailed histories linking prospects and the properties they have viewed.



Mapping the real world user journey led to the implementation of a rich set of features and functionality to take the pain out of open inspections. And acknowledging the connectedness of the modern world, the app syncs data with your existing CRM, and allows your team to know where you are with instant check-in notifications.

# conciierge.

The name – Conciierge, had to reflect both the product's function and the brand. It had to be sturdy, grounded, friendly, and memorable, and it had to work equally well for one man realtors and the largest corporations. The logo would follow suit – bold and energetic, whilst serious and human, allowing it to shine consistently across all media applications, from business cards to OOH and digital display.

**conciierge.**



**concierge.**

*"Concierge is all about connecting with visitors differently. It's a game changer right throughout the real estate industry. Everyone who is in sales needs to have Concierge if he wants to do more"*

**Raymond Venegas**  
**Licensed Real Estate Agent,**  
**McGrath – Sydney Australia**



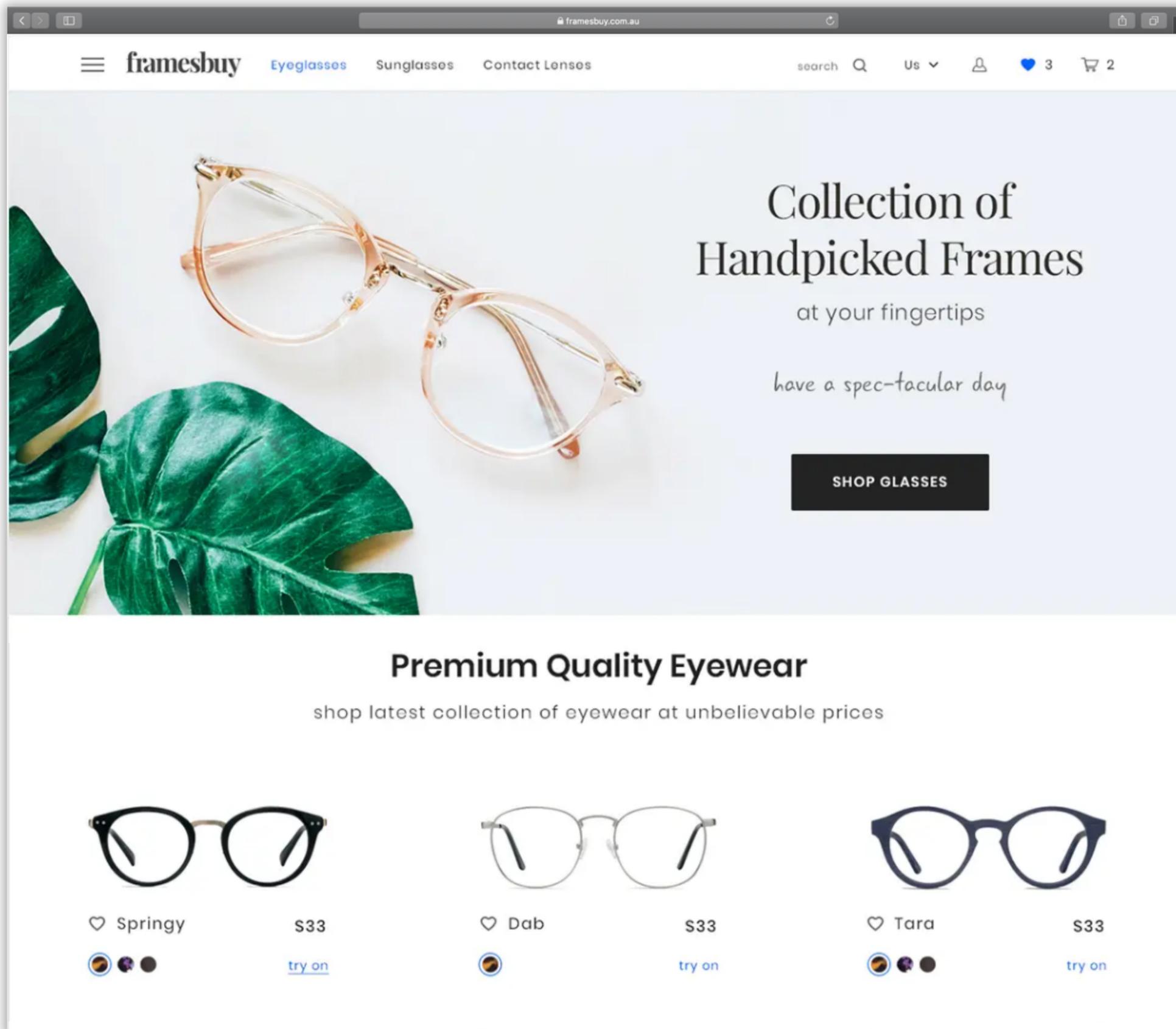
framesbuy

# Framesbuy

Prescription eyewear portal

An online store providing customers with stylish, super-chic, high-quality frames, sunglasses and prescription glasses, supported by a streamlined, mobile-friendly user experience.



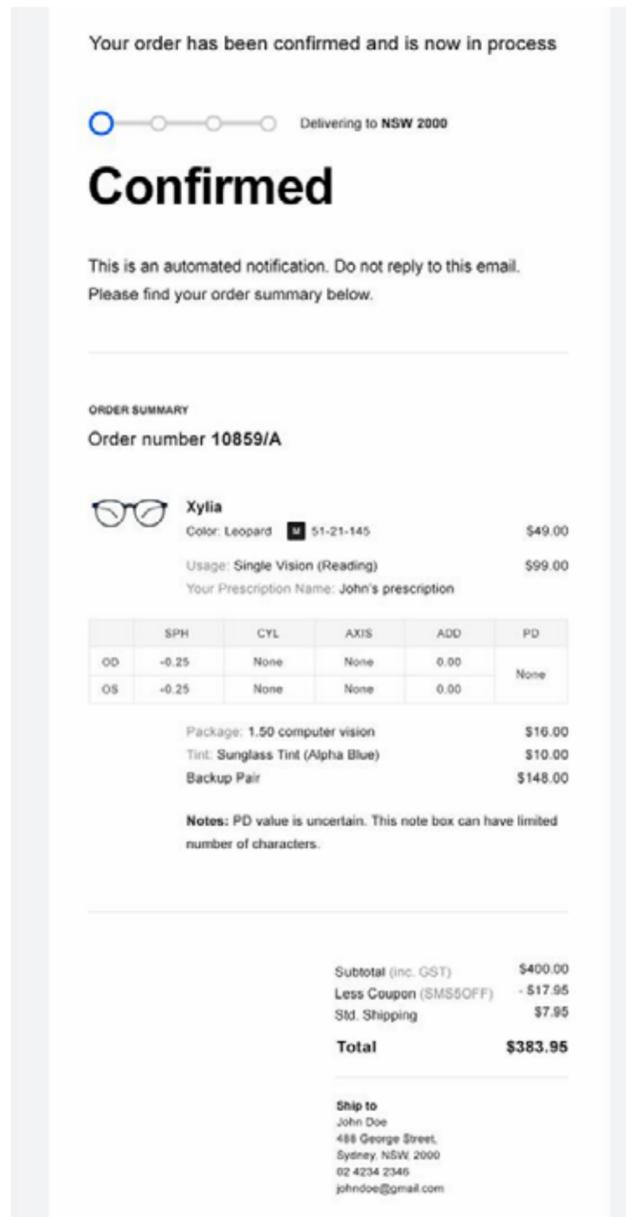
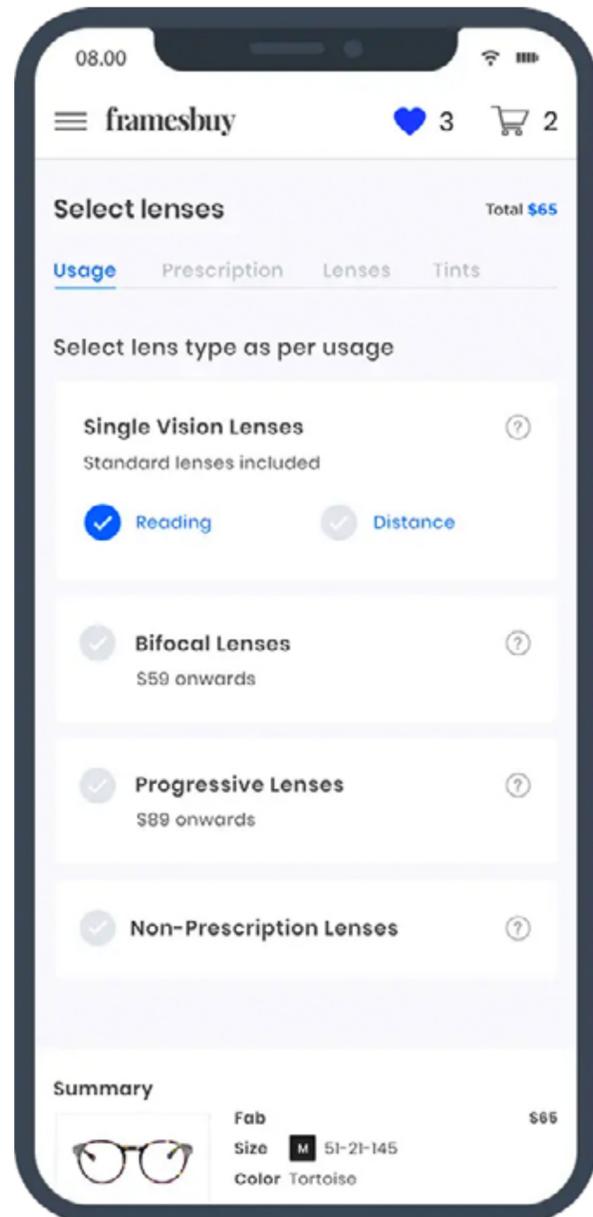
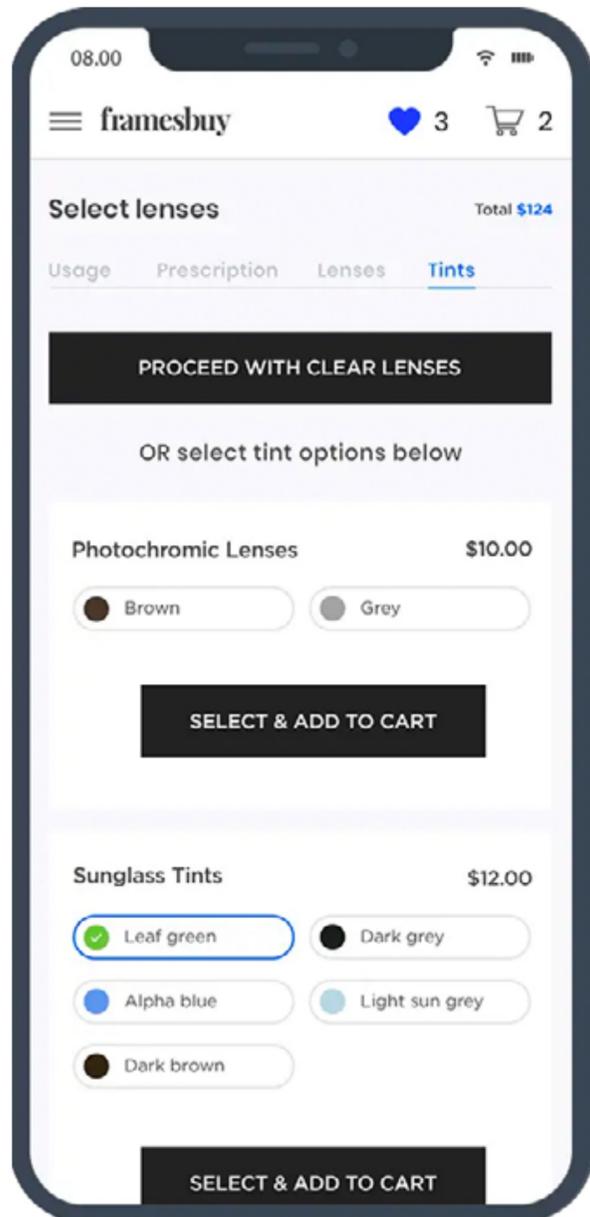


## Branding eCommerce engine Google Search Advertising

The eCommerce engine handles literally millions of order permutations, as shoppers customise their frames with their prescription, choice of lense and tints. Not that a customer would know, with such a frictionless, step-by-step selection and ordering process.

framesbuy





The custom-built eCommerce engine works seamlessly across desktop, mobile, and responsive emailers to ensure a clear and simple buyer journey, leading to higher customer retention rates.

framesbuy.com.au

Welcome Admin | Sign out

Dashboard Sales Catalog Customers Settings Vendors Offers Users

Home / Orders / Details

Order Summary Order Status Shipping Status Order Status History

PRINT TO-FORM PRINT INVOICE PRINT CUSTOM FORM PRINT INVOICE PRINT FOR VENDOR

<b>ORDER NO.</b> 12837	<b>PAYMENT METHOD</b> paypal	<b>NAME</b> Ryan Kelly Jr	<b>BILLING ADDRESS</b> Ryan Kelly Jr 10880 Aqua lane south lyon Michigan 48178 United States vacmolla@gmail.com +012487567389	<b>SHIPPING ADDRESS</b> Ryan Kelly Jr 10880 Aqua lane south lyon Michigan 48178 United States vacmolla@gmail.com +012487567389
<b>DATE/TIME</b> 9 Jul 2019, 22:17 EDT	<b>PAYMENT STATUS</b> Paid	<b>EMAIL</b> vacmolla@gmail.com	<b>EDIT</b>	<b>EDIT</b>
<b>IP</b> 23.28.21.164	<b>ORDER ID:</b> 12837/A Pending	<b>CUSTOMER ID</b> 4003	<b>COUNTRY</b> United States	

 <p><a href="#">View Product</a></p> <p>Product Order ID:12837/A</p> <p>SKU ID: 749-001</p> <p>Model No: WD2034-C5</p> <p>Room/Shelf/Box No.:CB2/C2/0107</p> <p><a href="#">Edit Product</a></p>	<b>Purchase Details</b>	<b>Amount</b>														
	Madison (Red)	\$47.00														
	Vision: Eyeglasses / Single Vision (distance) / Montclair	7.00														
	Lens Package: 1.56 Clear ARC	6.99														
	Lens Tints: Sunglass tint (ET20) (Pink)	12.00														
<b>Prescription:</b> <a href="#">Edit Prescription</a> <table border="1"> <thead> <tr> <th></th> <th>Sphere (SPH)</th> <th>Cylinder (CYL)</th> <th>Axis (AXL)</th> <th>Near Addition (ADD)</th> </tr> </thead> <tbody> <tr> <td>Right Eye (OD)</td> <td>-0.50</td> <td>-0.50</td> <td>129</td> <td>0.00</td> </tr> <tr> <td>Left Eye (OS)</td> <td>-0.75</td> <td>-0.75</td> <td>75</td> <td>0.00</td> </tr> </tbody> </table> <p>Note:</p>		Sphere (SPH)	Cylinder (CYL)	Axis (AXL)	Near Addition (ADD)	Right Eye (OD)	-0.50	-0.50	129	0.00	Left Eye (OS)	-0.75	-0.75	75	0.00	
	Sphere (SPH)	Cylinder (CYL)	Axis (AXL)	Near Addition (ADD)												
Right Eye (OD)	-0.50	-0.50	129	0.00												
Left Eye (OS)	-0.75	-0.75	75	0.00												
<b>PRODUCT PRICE</b>	<b>\$72.99</b>															

<b>PRODUCT TOTAL AMOUNT</b>	<b>\$72.99</b>
<b>LESS DISCOUNT - Coupon Code: [ (0.00) ]</b>	<b>-0.00</b>
<b>AFTER DISCOUNT PRODUCT TOTAL AMOUNT</b>	<b>72.99</b>
<b>SHIPPING CHARGES DELIVERY TYPE: Us Post (Within Us)</b>	<b>7.95</b>

Under the bonnet, the engine that drives FramesBuy is nothing short of impressive. Beyond what you would expect from a multi-country eCommerce site, customer orders retain prescription details, products can be tagged by personality traits for a more thorough search experience, vendor optometrists are managed, and even customs forms can be automatically generated.

framesbuy



framesbuy

*"The site had to be attention-grabbing and easy-to-use and the outcome was far more superior than expected. Without any hesitation, would recommend them."*

**Jayant Ingle**  
Director, Framesbuy – Sydney Australia



ORIGINAL  
REVIEW

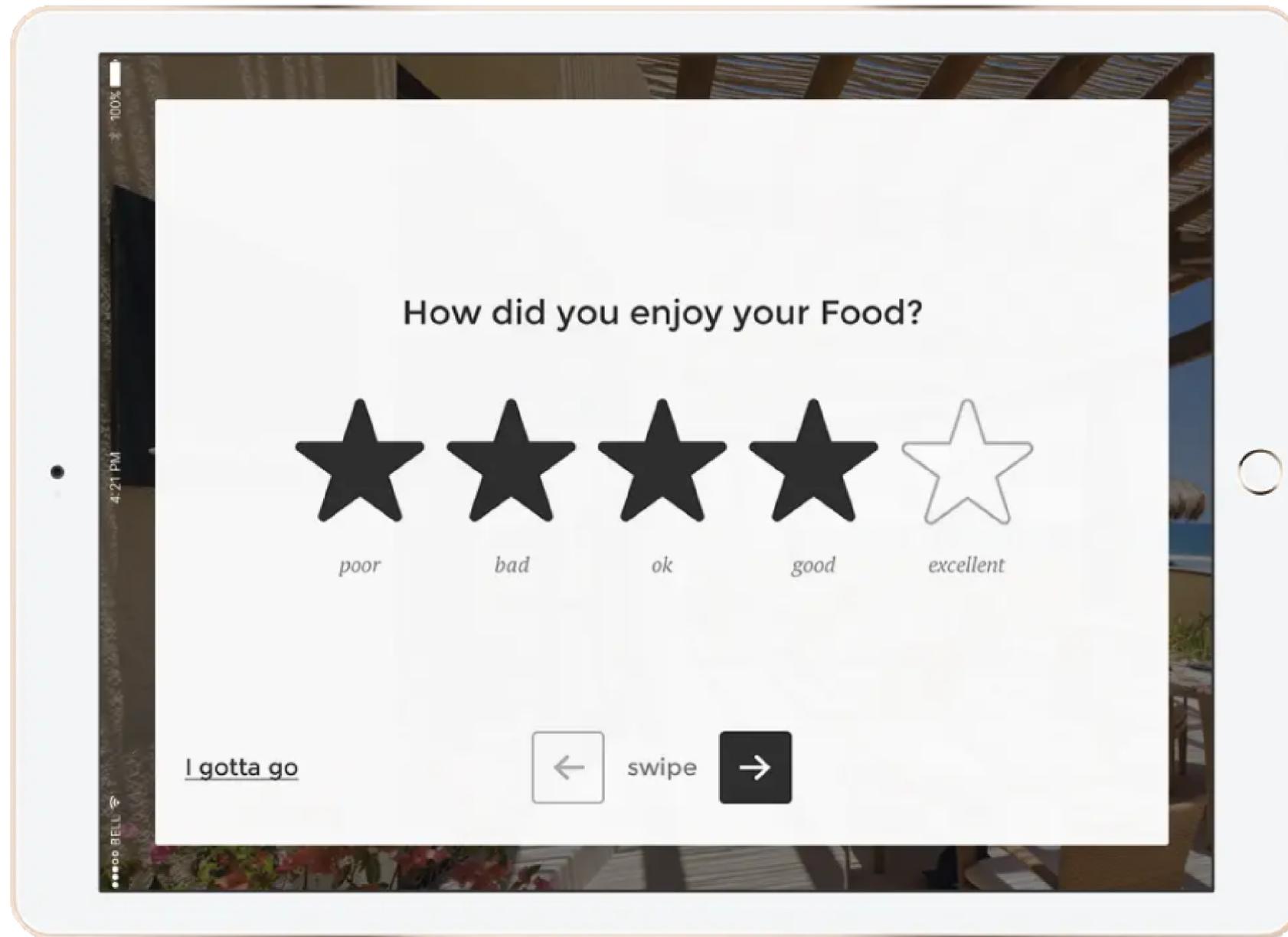


# Original Review

Real time restaurant reviews

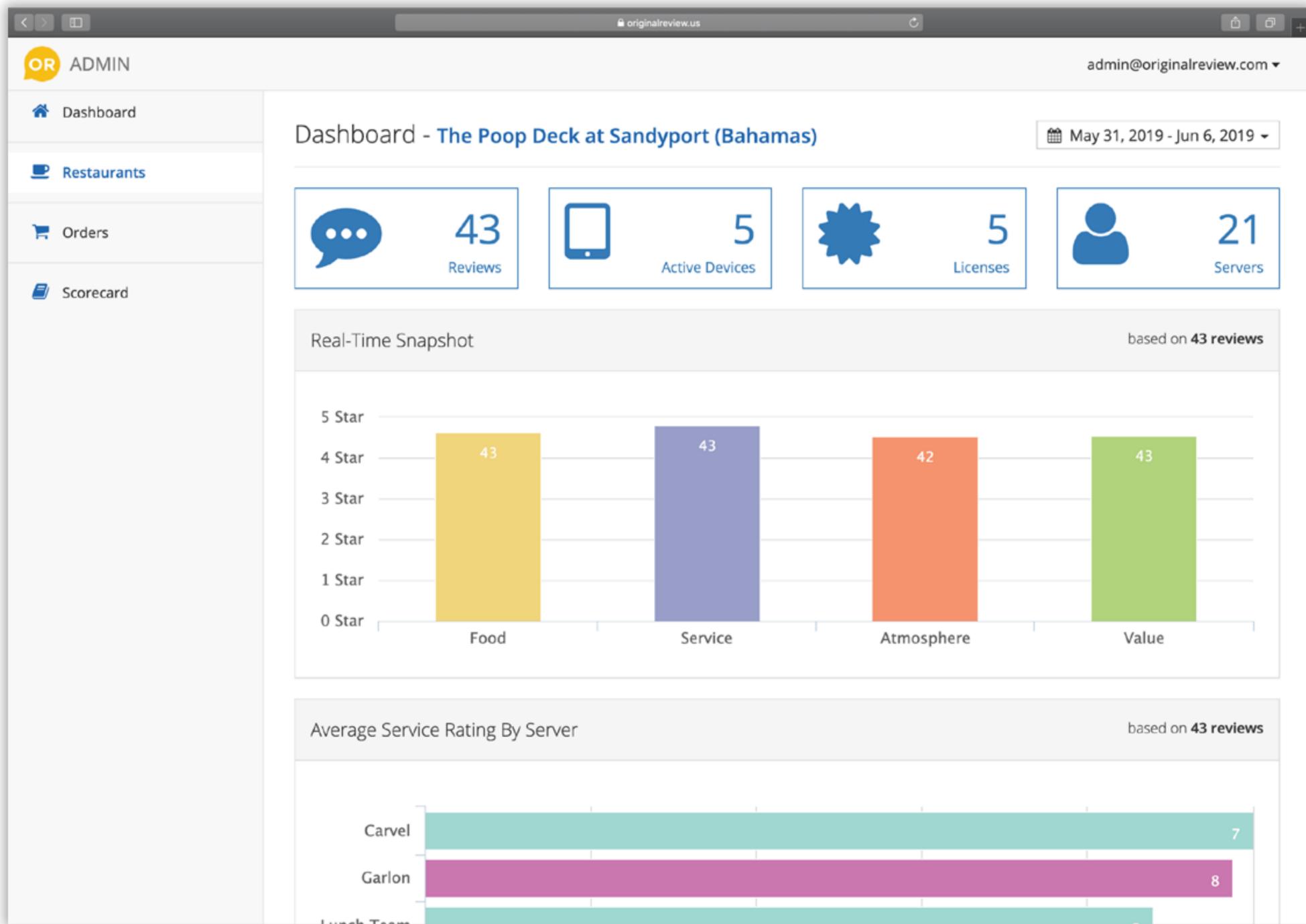
Promoting better service and smarter marketing by allowing diners to leave in-restaurant reviews that provide staff immediate, actionable insights.



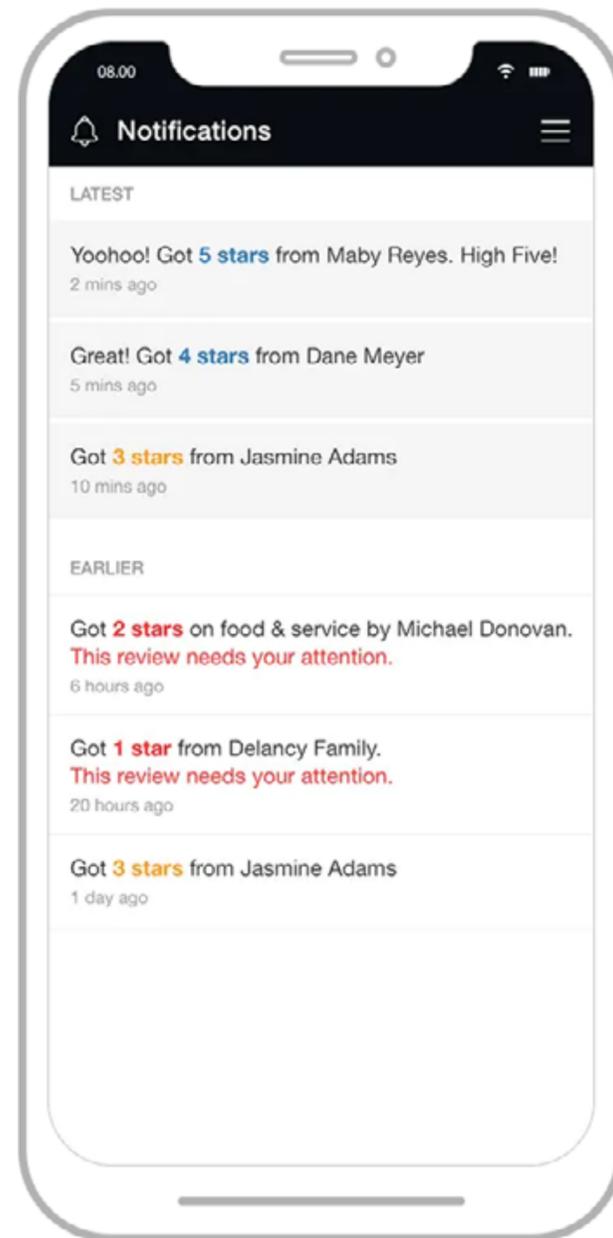
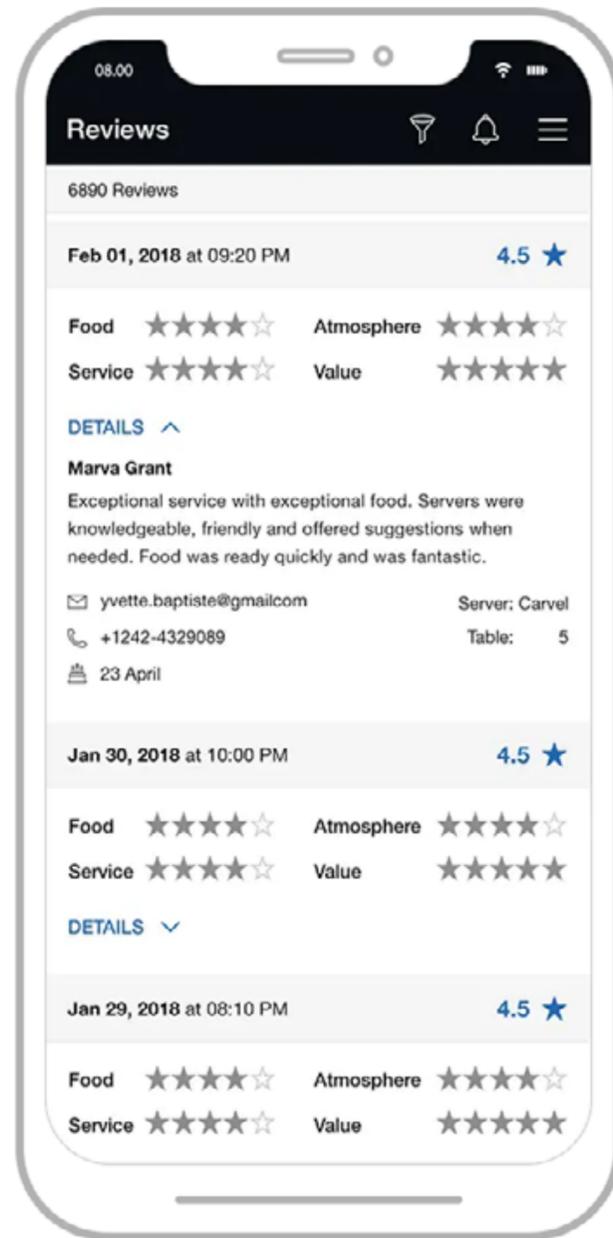
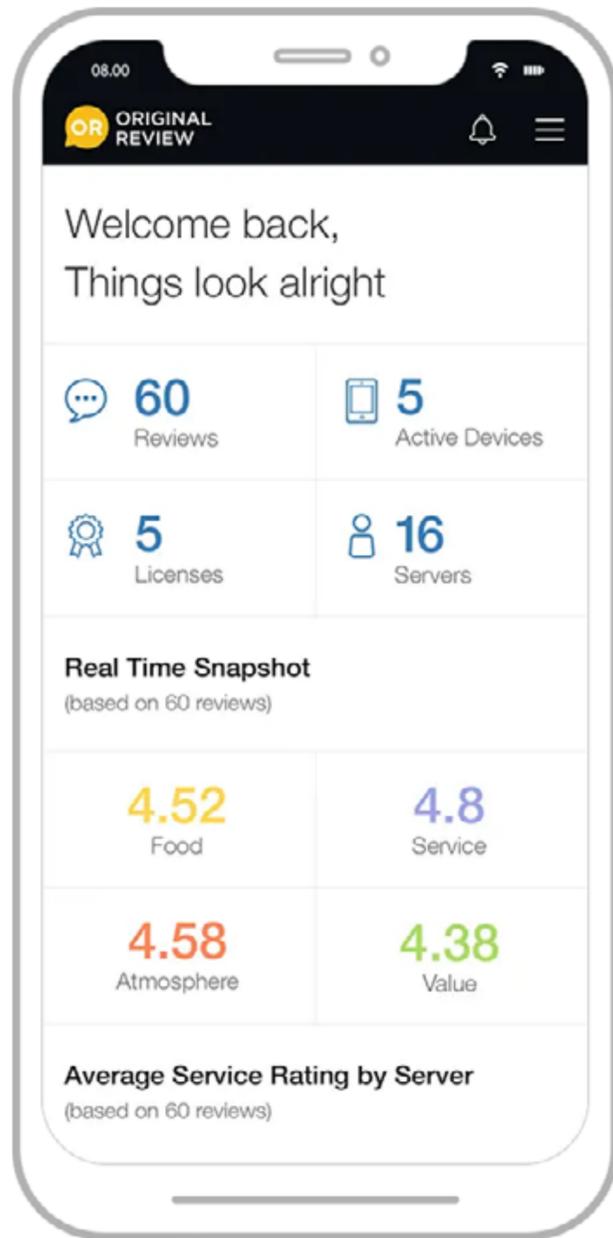


## Design Development Web & Mobile App

The tablet based app allows wait staff to capture real-time reviews from diners, and automatically send an instant txt alert to managers who can respond to negative (and positive!) reviews before a customer even leaves the restaurant.



The dashboard cleanly presents aggregated review data for a snapshot of wait staff's customer experience performance, and the admin control panel allows business owners to manage multiple restaurants, configure and customise survey questions, set notifications, and broadcast messages to loyal customers – all from the convenience of their smartphone.



A truly next-gen business tool that gives back control of a restaurant's reputation to the restaurant, the sleek tablet app has had strong acceptance among customers who contribute on average 18,000 reviews every day for a total of over 1.4m reviews in the four years since launching. In that time, it has become the most efficient and convenient way to capture data and feedback in-restaurant.

*"A result driven solution is what we aimed for and attained... The overall design perfectly reflects the purpose of the application. They've really built it to be easy-to-use. Thanks for creating such a masterpiece."*

**Debra Sieple**  
CEO, Original Review LLC - Dallas USA



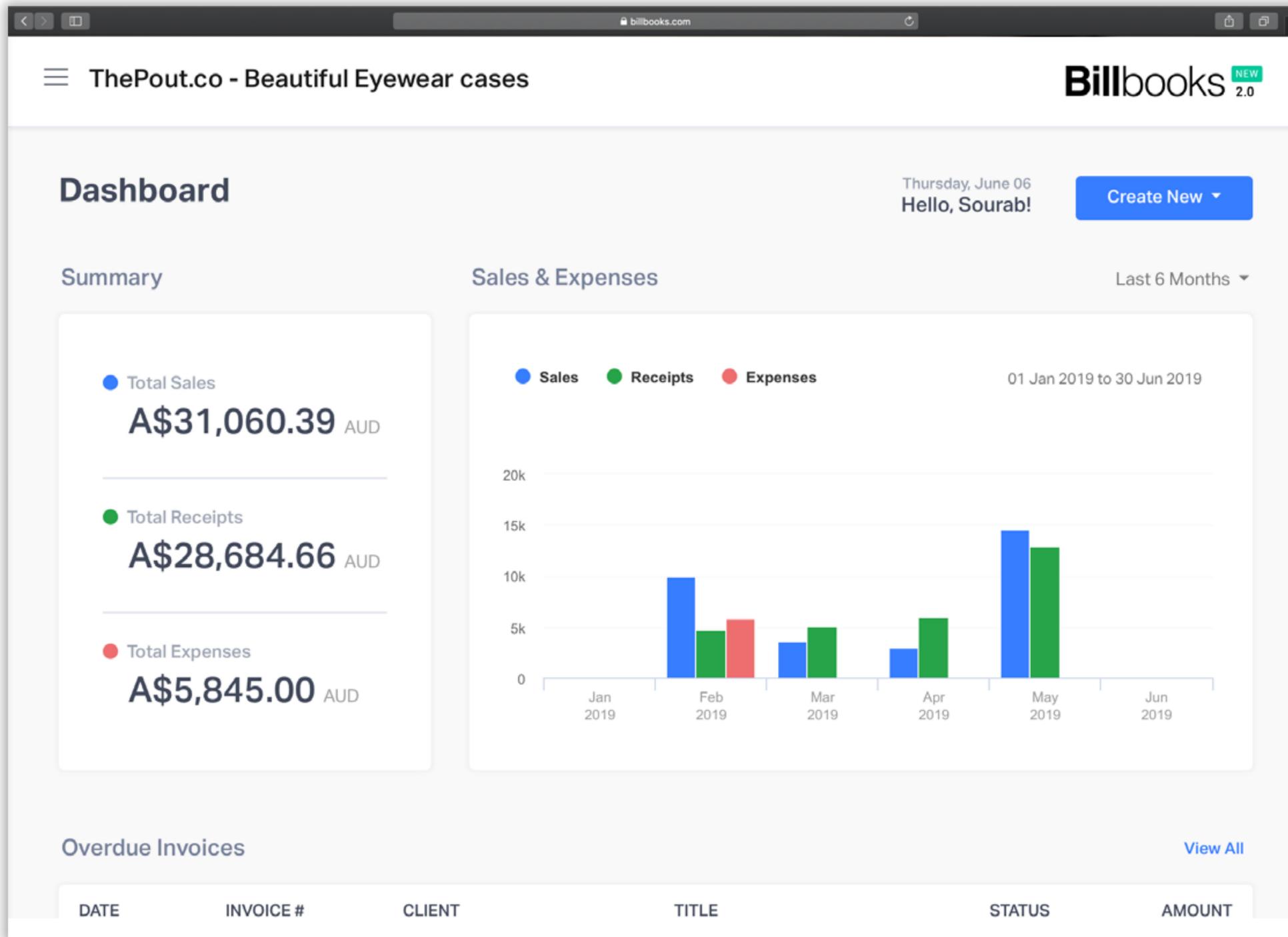
**Billbooks**

# Billbooks

Send invoices in seconds

A smart, intuitive and fast way to send invoices and estimates, manage expenses and payments, and generate practical reports that help your business grow.



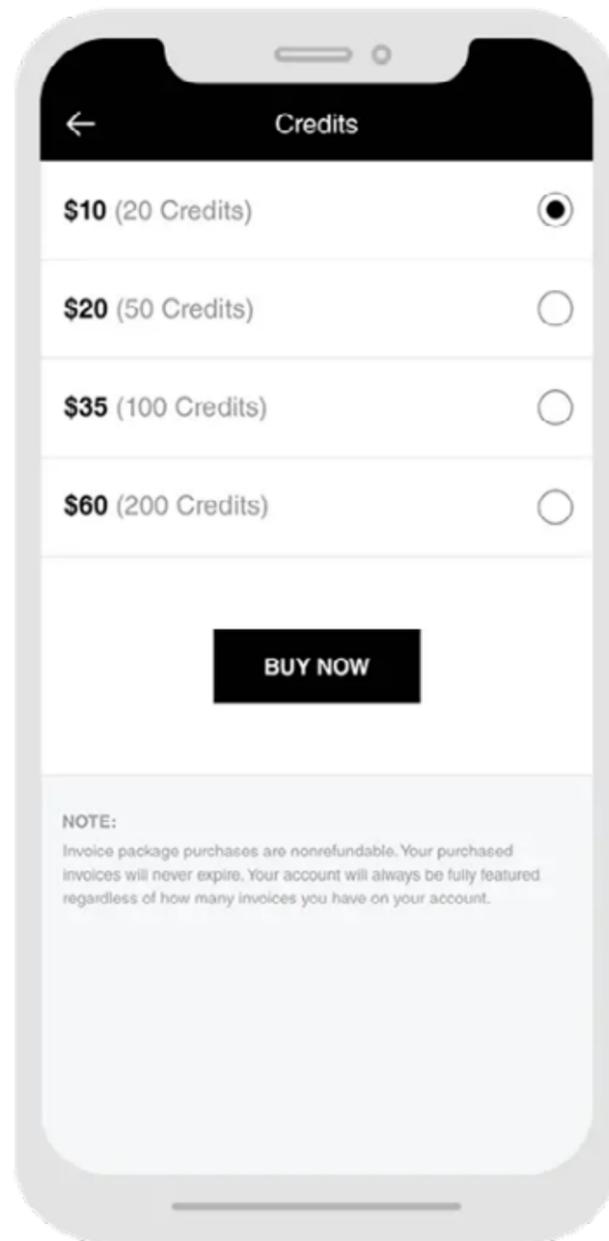
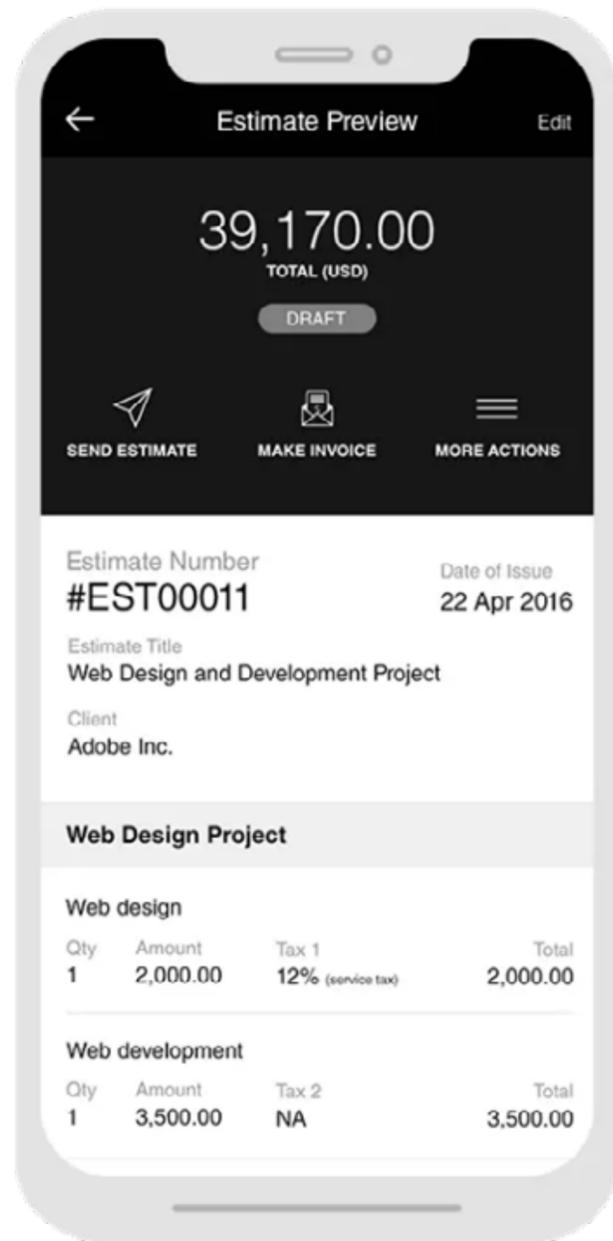
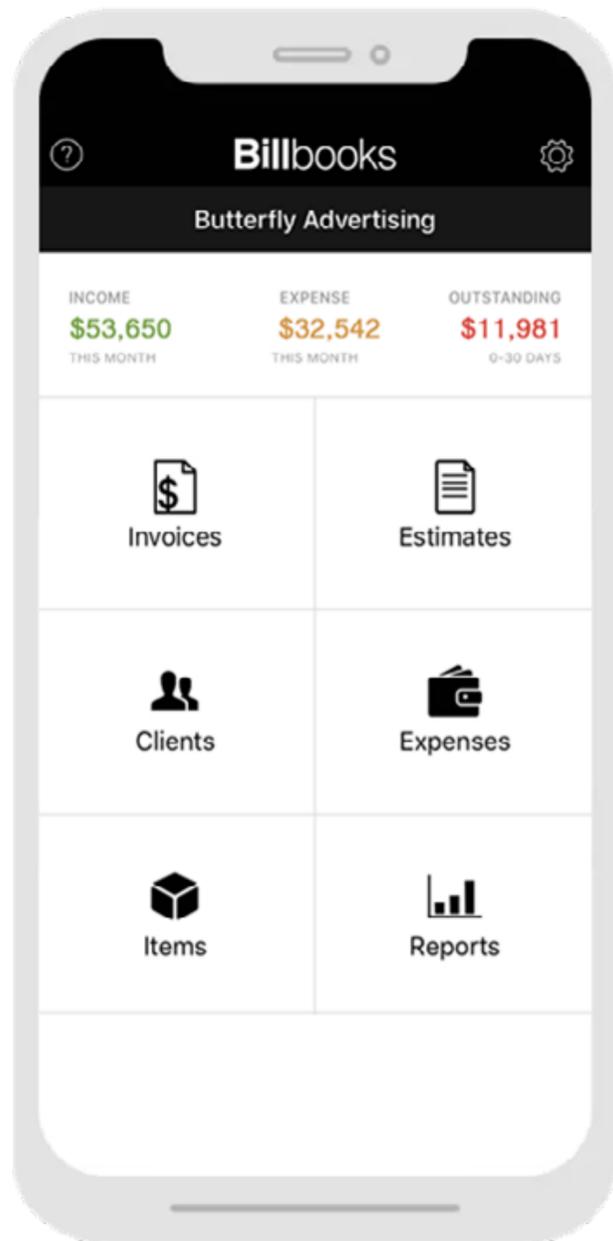


# Branding Web & Mobile App Google Search Marketing

The mobile-ready web app's powerful UX allows business owners to create and send invoices in 60 seconds – giving you more time to run your business.

**Billbooks**





Putting the fun in functionality, the simple and intuitive user interface and experience integrates keyboard shortcuts, configurable invoice columns, recurring billing, auto payment reminders, payment gateways and one click reporting. It's easy to understand why users in 140 countries have been using the app for the past eight years.

**Billbooks**





**Billbooks**

The crisp typeface, classic colour palette and striking logo that echoes the product's smart user experience is designed to resonate with small and medium businesses across the globe.

**Billbooks**



**Billbooks**

*"I've been using Billbooks for 8 years and looks like I will keep going. It is so easy even for a non technical like me to get started in seconds. Highly addictive."*

**Peter McLaughlin**  
**One Happy Billbooker - California USA**

# Launch the websites

framesbuy

concierge.



Billbooks



james design studio  
ARCHITECTURE + INTERIORS



BoardRoom



# Digital Services Capacities

Digital Strategy  
Branding & Design  
Websites  
Apps  
Magento Certified  
Development  
eCommerce  
Magento,Shopfiy,  
WooCommerce, Neto

Email Marketing &  
Automation  
Smart Content  
Landing Pages  
Content Strategy  
Copywriting  
Advertising Creative  
& Production

Photos & Video  
SEO  
Paid Advertising  
Google Ads, Programmatic,  
Contextual Digital Display,  
Facebook & Instagram,  
LinkedIn, Native Content  
Future Proofing  
Maintenance, Tech Support  
& Upgrades



# Book a consultation

Alasdair Nicol

+61 414 419 486

[alasdair@madisonavenue.net.au](mailto:alasdair@madisonavenue.net.au)

