PERSONAL HOME SERVICES AND PLATEFORMIZATION
Towards a new path to growth
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OGUST PRESENTATION
OGUST in numbers

1.000.000 + | Hours worked monthly by our existing clients
160.000 + | managed in our solutions
700 + | companies using our solutions every month
50 + | Available services
15 | Technical partners

International | France & Canada - customers in 8 countries
OGUST

The Personal Services Digital leader since 2006

Best Personal Services solution in 2016 in France
European Trophy Runner-up 2016
Excellence award 2016
Active in Canada since 2017
A custom-made solution depending on your needs

**Ogust Manager**
The Cloud based service management solution that can adapt to your needs

**Ogust Selfservice**
E-commerce shop designed to turn your visitors into customers

**Ogust Digital Factory**
Digital consulting service to jumpstart your website

**Ogust Marketplace**
Opening new possibilities to greatness of your services
REVOLUTION IN HABITS
La 4ème industrial revolution

1st industrial revolution
Mechanical production boosted by water and steam

2nd industrial revolution
Mass production based on the division of labour and powered by electrical energy

3rd industrial revolution
Electronics and IT giving a boost in production automation

4th industrial revolution
Based on cyber-physical production systems (virtual world interacting with the real world—IOT)
Habits change, needs remain the same
Right here, right now

Ordering online is becoming the new standard when it comes down to shopping.

Service Accessibility regardless of the place or time and user’s autonomy.

Possibility to chose, to compare, service flexibility.
Over-connected consumers

BAROMÈTRE DU NUMÉRIQUE
ÉQUIPEMENTS ET USAGES

ÉDITION 2017 (chiffres au 30 juin 2017)
A multi-channel purchasing journey

Only 20% of purchases are completed offline
Customer centric approach

Prioritize efforts getting rid of customers’ pain points & offer a optimum purchase experience

It’s about knowing how to focus on strong added-value customer segments

60% of companies having a customer centric approach are more profitable than the ones that aren't
Tech offer evolution in the PHS sector

Other industries have been using these functionalities for a long time.
SPREAD OF THE SERVICE RELATED PLATFORMS
The strongest concentration of platform growth
Consumers Expectations regarding platforms

- Find a Professional near my home: 39%
- Possibility to collect 50% of tax credit on services offered on the platform: 19%
- Benefit from a top-notch warranty: 21%
- Find a trustworthy professional: 11.2%

Source: http://www.fesp.fr/sites/default/files/sondage_fesp_ifop__plateforme.pdf
Services that consumers would love to find

51% of people are keen on using a platform to order services such as:

- Home cleaning
- Gardening
- DIY
- Elderly care
- Childcare
- Tutoring
- IT support

Source: http://www.feisp.fr/sites/default/files/sondage_feisp.top_-_plateforme.pdf
CURRENT PLAYERS

FRANCE

EUROPE

USA

hper
Youpijob
SefaireAider.com
"Jemepropose"
MYGOODER
#FEELGOOD #SERVICES #REVOLUTION
Stootie
Care.com

Helping
BOOK
A TIGER.

Handy
Amazon home services
This digital reality affects every sector of the economy

Business models and value propositions are reinvented

- Sense of service
- Same job, same customer, new business model
- La maximisation de l’expérience utilisateur
- Customer experience maximization
- Simple & intuitive mobile app
- An immediate service/response
To meet a customer’s need the simplest way possible
WHAT’S UP WITH THE INDUSTRY’S FINEST?
Services hardly digitized

- The majority of service companies do not have a proper website, does
  master the codes and what’s at stake on the internet

- Hardly any service companies not even the biggest ones offer the
  possibility to order services online

- Most of management solutions are not interfaced with third party
  solutions (e-commerce)

- Current platforms do not integrate & cannot integrate what the service
  companies offer
Companies Vs Platforms

62% of companies stated competition from PHS platforms will go upward.

According to you, what are the assets of platforms regarding its customers?

1. La facilité de l’achat en ligne - easy (online) - 68%
2. La possibilité de noter les prestations - rating - 38%
3. Le prix - price - 32%
4. Autre - other - 4%

The emergence of Digital PHS platforms is in your opinion

1. Une saine concurrence - healthy competition - 36%
2. Une menace - threat - 32%
3. Une opportunité de partenariat - partnership opportunity - 32%
Should PHS companies team up with PHS platforms regardless of the commission they have to give?

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<th>Yes</th>
<th>No</th>
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<tbody>
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<td>1</td>
<td>57%</td>
<td>43%</td>
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Should PHS companies unite to come up with solutions that can compete against PHS platforms?

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<th>Yes</th>
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<td>1</td>
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<td>28%</td>
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What to expect for personal services companies?

- **Partnership** between traditional businesses (qualified & experienced staff) and platforms (notoriety)

- **Upmarket offer** (digitalization & customer experience) can be accessed by big and small businesses

- **Alliances “area-based”** to create their own platforms in the likes of co-operatives in a city or a district
Ogustine.com : 100% industry professional platform
Thanks!
Don’t forget to download:

Our white paper:
https://blog.ogust.com/plateformisation (in French)
(in English upon request at contact@ogust.com)

Our e-commerce service guide:
https://blog.ogust.com/guide-e-commerce (in French)