

# Customer and Partner Engagement

Practical insights on loyalty, incentive, referral, rewards, and engagement programs that help organizations create stronger customer and partner relationships.



# Flexible Pricing vs. In-House Development: Boosting Crowdsourced Innovation



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As brands strive to innovate, they often face the challenge of balancing advanced capabilities with cost efficiency. The decision between building an internal solution and leveraging external expertise is crucial. Below, we explore the cost implications of each approach.

## **Superior Cost Efficiency: AI-Powered Solutions vs. In-House Development**

Cost efficiency is a critical factor for brands looking to enhance their innovation processes. A key decision in this journey is whether to invest in a flexible pricing model or to develop an in-house expert system. Fortunately, our pricing structure for crowdsource innovation offers significant cost advantages, providing advanced capabilities at a fraction of the cost.

### **The High Costs of In-House Development**

To begin with, building an in-house expert system involves substantial financial and resource commitments. The process typically starts with hiring a team of specialized developers, data scientists, and experts. This endeavor is both costly and time-consuming, with salaries, recruitment expenses, employee benefits, and ongoing training adding to the burden.

Moreover, in addition to staffing costs, developing a sophisticated system requires significant investments in infrastructure and tools. Brands need to purchase high-performance hardware, cloud storage, and advanced software licenses. The development phase can extend over months or even years, leading to substantial operational costs before any returns are realized.

### **The Cost-Effective Alternative: Pricing Models**

On the other hand, our pricing model eliminates these hefty upfront costs. We provide ready-to-deploy, scalable solutions tailored to meet the specific needs of brands at different growth stages. Our tiered structure allows brands to start with essential components and progressively upgrade as their requirements evolve, ensuring they only pay for what they need at any given time.

### **Enhancing Cost Efficiency with Volume-Based Discounts**

Furthermore, our pricing model also includes volume-based discounts for messaging and incentive management, further enhancing cost efficiency as brands scale their operations. The customizable solutions we offer ensure that brands can tailor each component to their specific needs, avoiding the expense of developing these capabilities from scratch.

### **Conclusion: The Superior Choice for Innovation**

In conclusion, our pricing structure for [Crowdsource Innovation Program](#) provides brands with a significantly better price point compared to in-house development. By leveraging our advanced, ready-to-deploy solutions, brands can accelerate their innovation efforts, optimize their budget, and achieve superior results without the financial burden of building and maintaining an in-house expert system.

# Our Pledge to You



“Our relationship with you, our client is a strong partnership between our two companies. We bring to you years of best practices, a complete solution, our commitment, and unwavering dedication to your business’ success.”

## Rohit Singh

VP of Customer Engagement

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# Learn More About Our Proven Approach

We have worked with 300+ brands and helped them succeed. To learn more case studies

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Align Your Company, Your Teams, And Your Individual Employees To Foster A Company Culture Rooted In Success.



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