



The collaborative innovation solution with your customers.

WWW.BRAINEET.COM



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*Our number one job is to listen.
Our customers are constantly generating ideas.
They have most of the answers we seek
because they care about our products.*



Richard Girardo
Former Nespresso's CEO

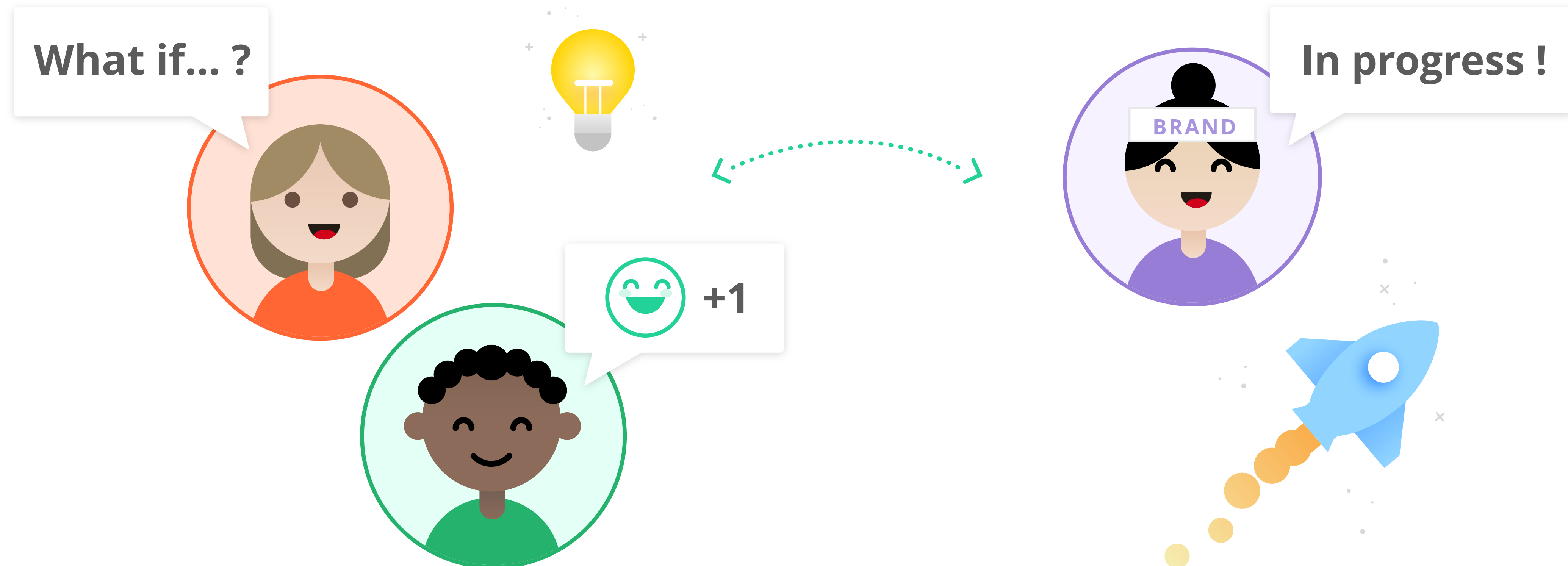
Problem

Your are missing significant ROI
in your customer experience improvement process



braineeet answers your needs !

You benefit from a collaborative innovation platform with your customers
and co-create together your future innovations



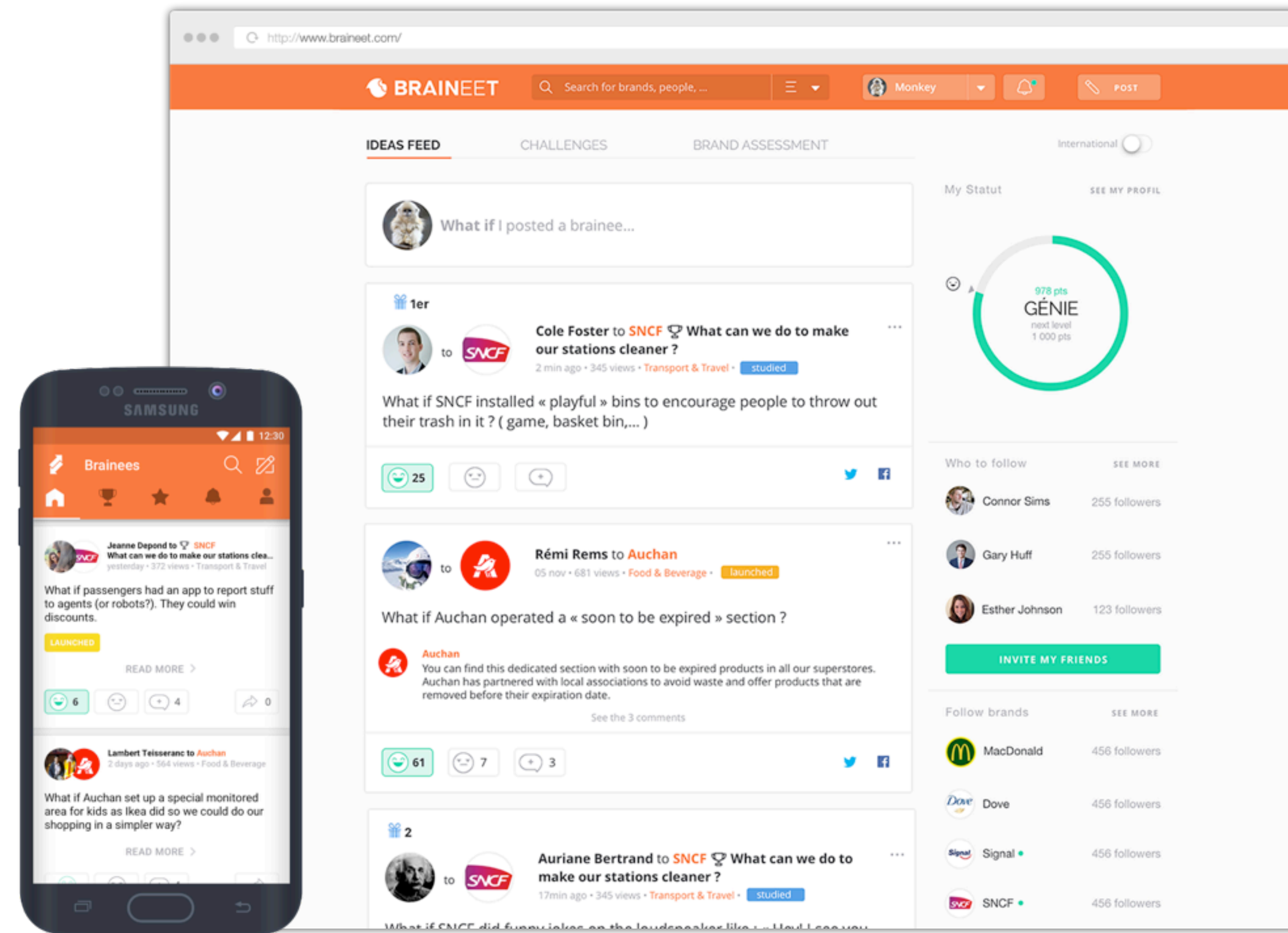
You benefit from an optimized and intuitive customer ideation interface

What makes us different

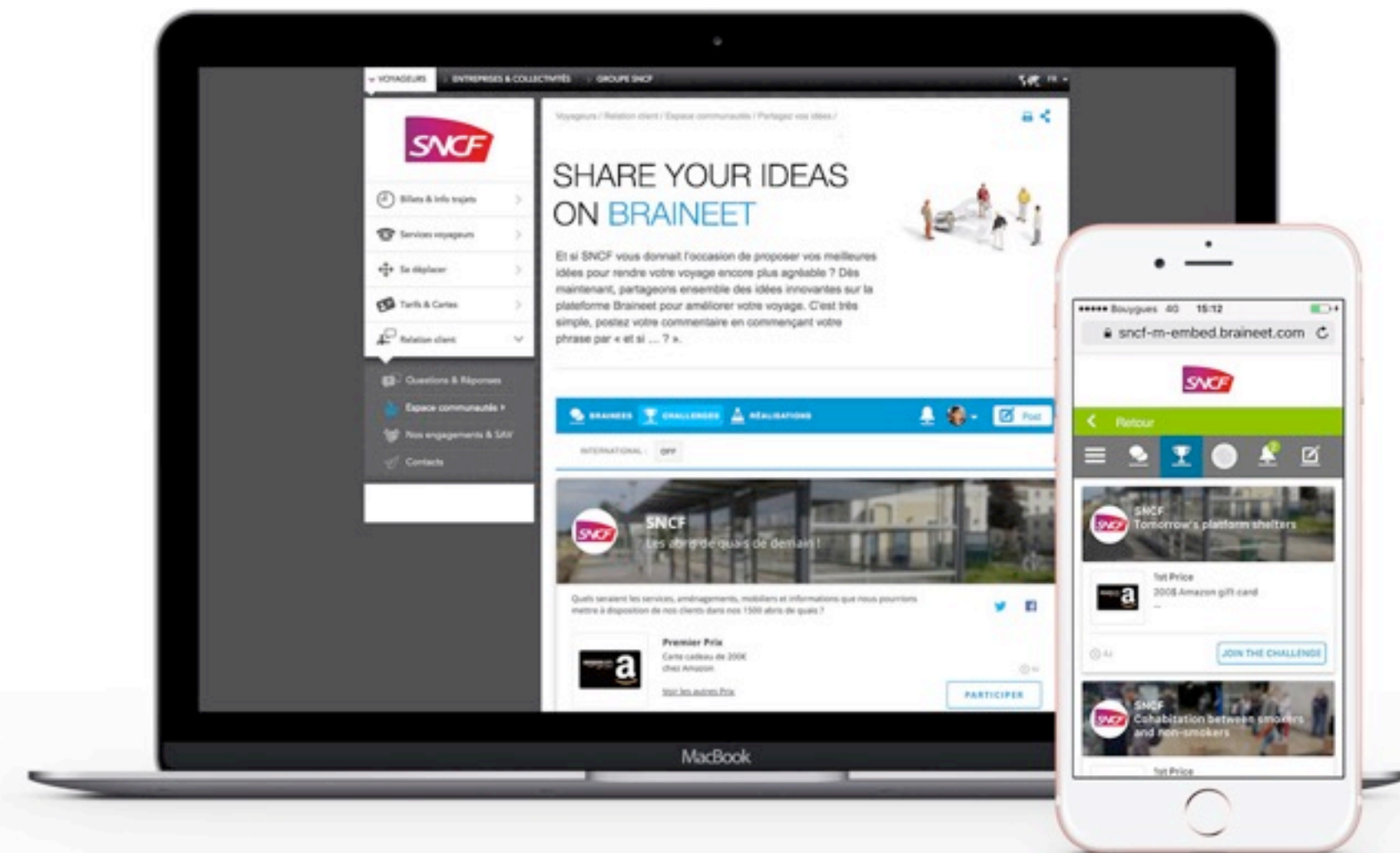
- ✓ **Simple:** innovative ideas shared in one sentence.
- ✓ **Collaborative:** ideas are voted and enriched by customers themselves.
- ✓ **Interactive:** you assess ideas and work on them with your customers.

What you gain with Braineet

- **More ideas, of higher quality.**
- **Valuable insight and resource time.**
- **A trust-based relation with your customers.**

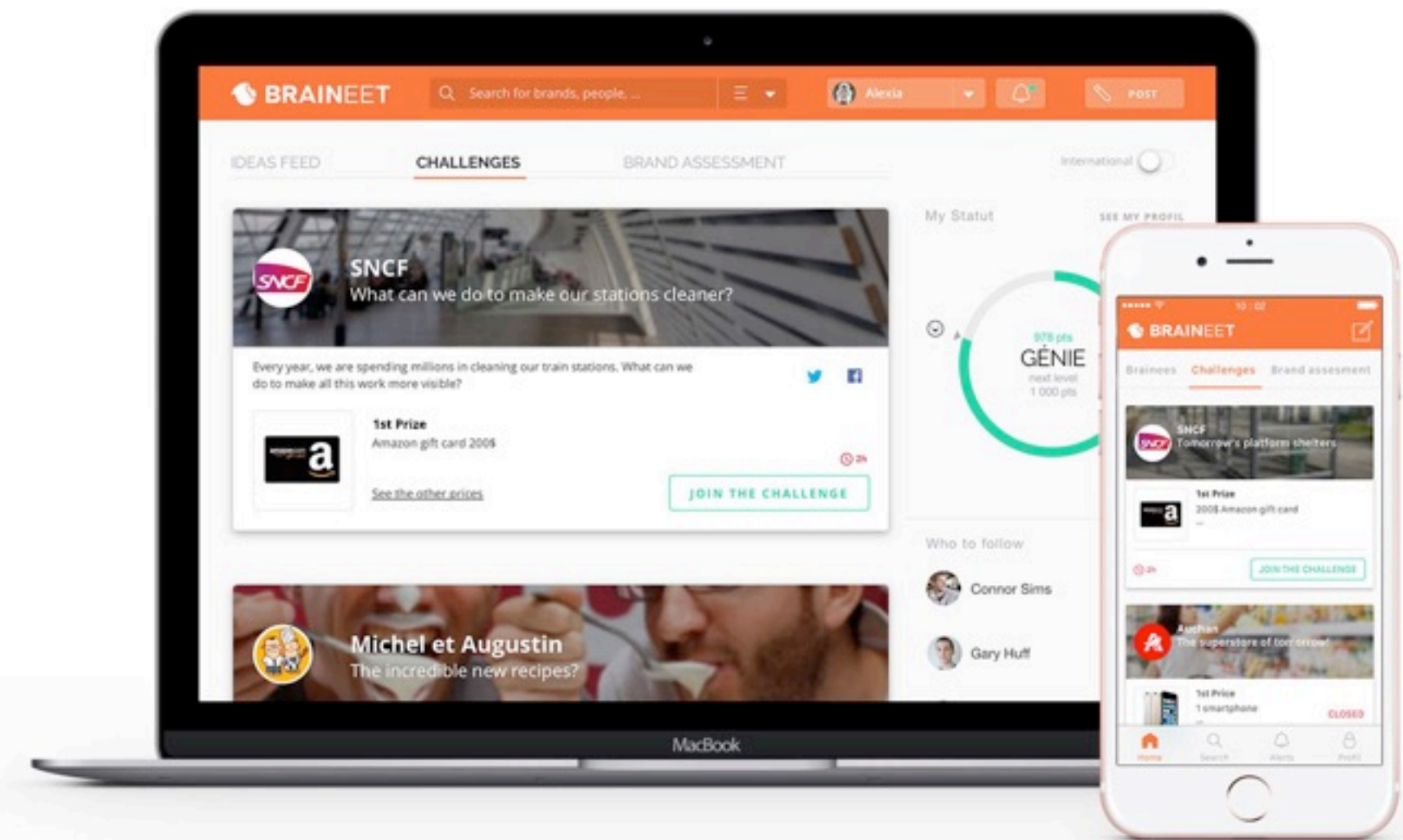


You reach your customers and prospects wherever they are



With your customized platform integrated on your sites and mobile apps


You capture your active customers through a specially designed integrated platform.



On braineet.com and our iOS and Android mobile apps

You capture other customers and prospects through Braineet's multibrand power.

You get solutions to all your business questions through Idea Challenges

 BRAINEES CHALLENGES BRAND ASSESSMENT


Search

1

SNCF



POST

+ NEW CHALLENGE


 **SNCF**
Tomorrow's platform shelters

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

🕒 Se termine dans 1 mois

JOIN THE CHALLENGE


 **SNCF**
What can we do to make our stations cleaner?

Every year, we are spending millions in cleaning our trainn stations. What can we do to make all this work more visible?

🕒 Challenge terminé


134 brainees

CLOSED

 **SNCF**
Tomorrow's platform shelters

1st Prize
Gift travel 150€

PRIZE

 **SNCF**
What can we do to make our stations cleaner?

1st Prize
Wonderbox
Nuit royale...

PRIZE


My Statut


SEE MY PROFIL


978 pts
GÉNIE
next level :
1 000 pts

How to follow

SEE MORE

 Connor Sims 255 followers

 Gary Huff 255 followers

 Esther Johnson 123 followers

INVITE MY FRIENDS

Conditions d'Utilisation

Politique de Confidentialité

Règlement

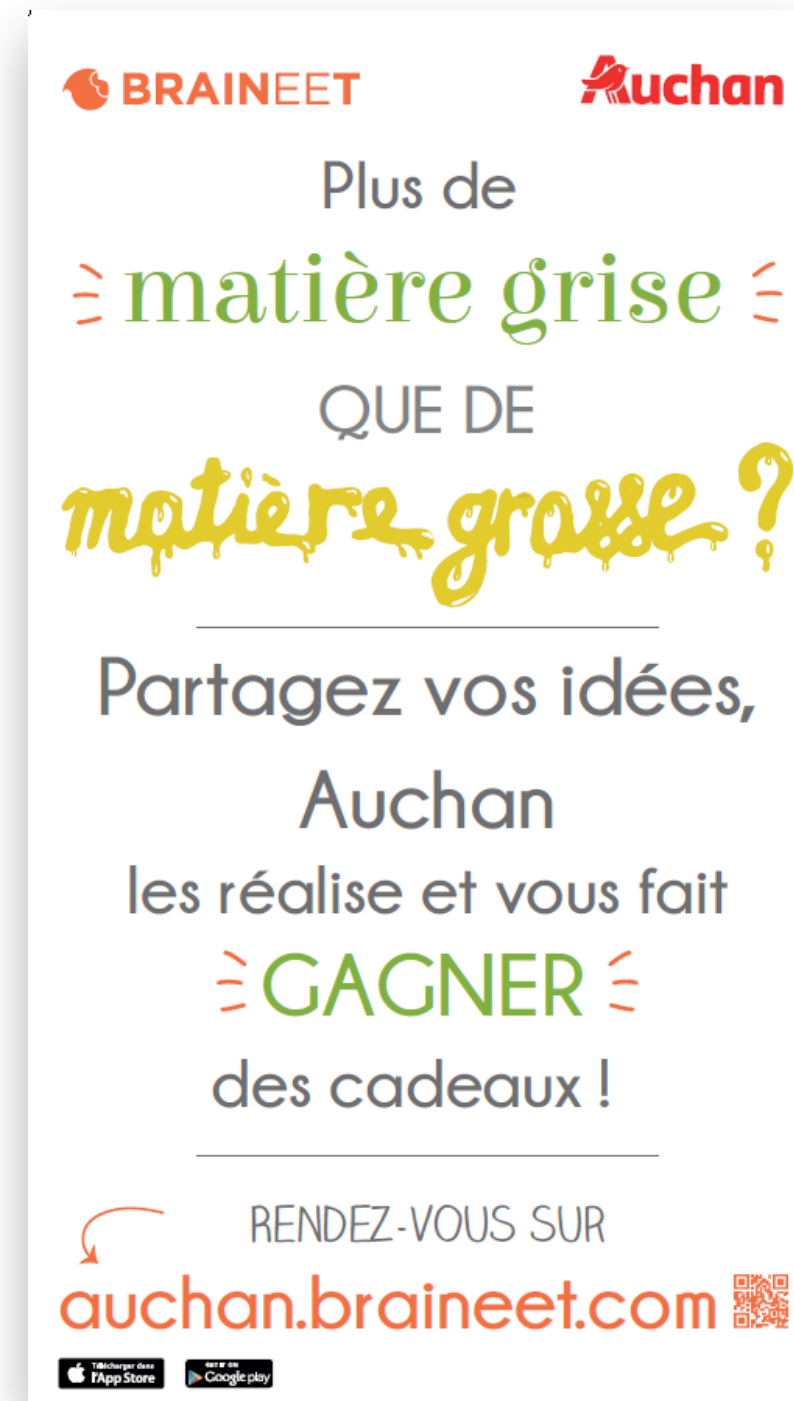
Règlement des Challenges

Contactez nous

You convey a strong image of an innovative and customer-centric company



On your sites



In stores



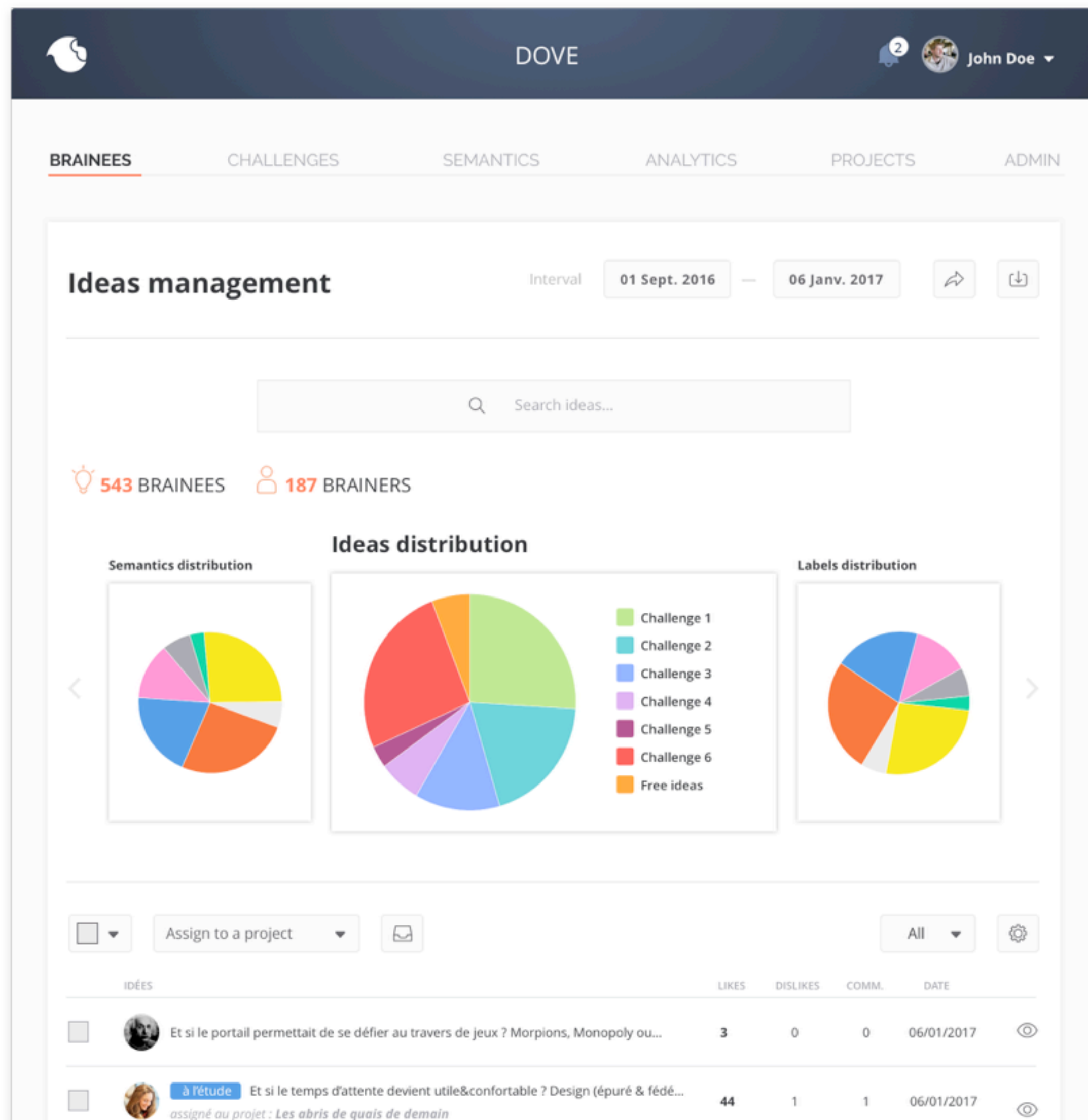
On Facebook



On Twitter



You select and manage your ideas very easily while minimizing your resource time



What makes us different

- ✓ **Prioritized**: you review ideas already ranked by your customers.
- ✓ **Labelled**: you assess and manage ideas thanks to a series of progress labels.
- ✓ **Collaborative**: you ask for your internal experts' opinion in one click depending on the topics.

What you gain with Braineet

- You minimize the risks of your future innovations.
- You gain time and efficiency in the selection process.
- You leverage experts before project execution.

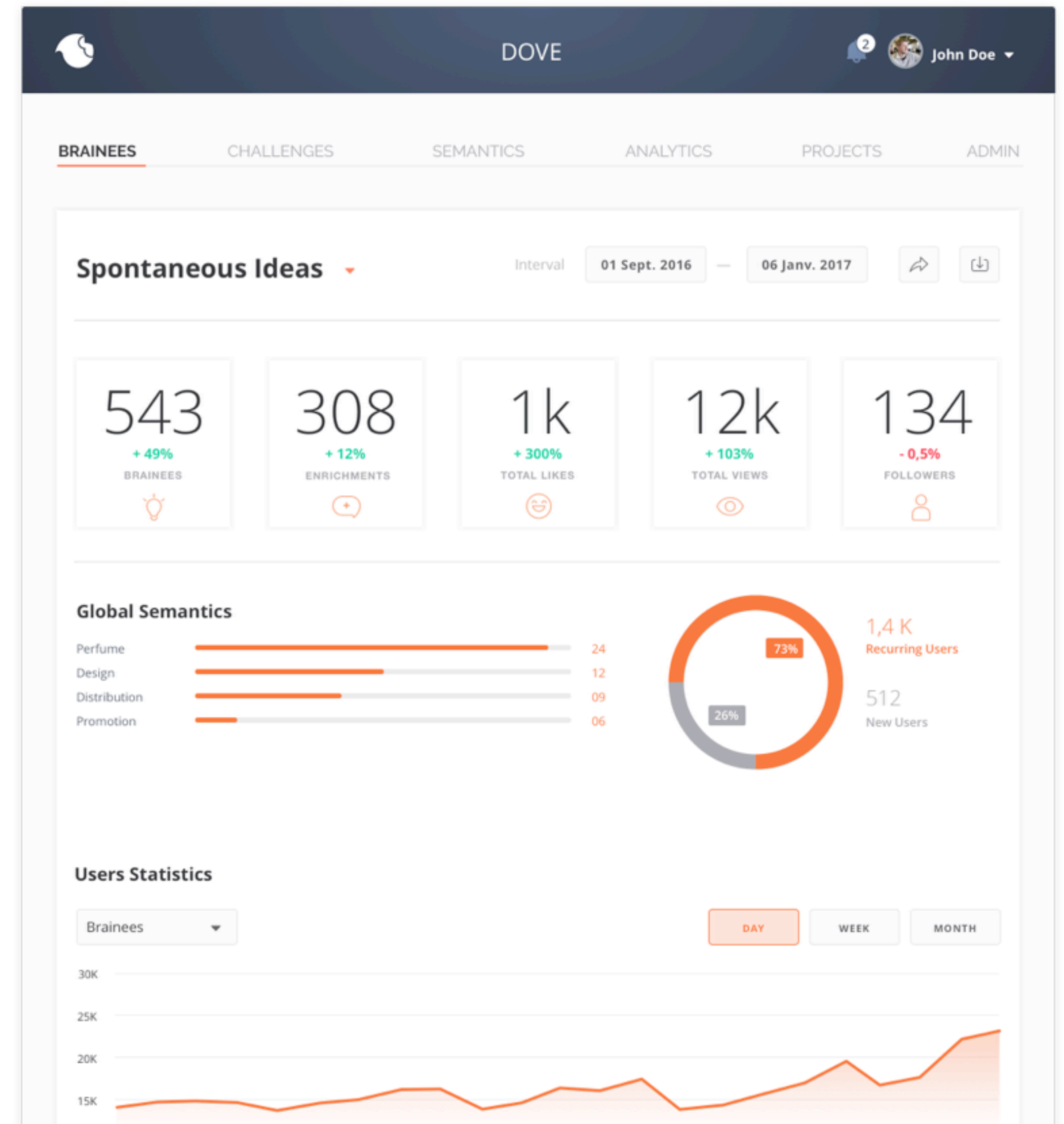
You take the right decisions thanks to our analytics tools

What makes us different

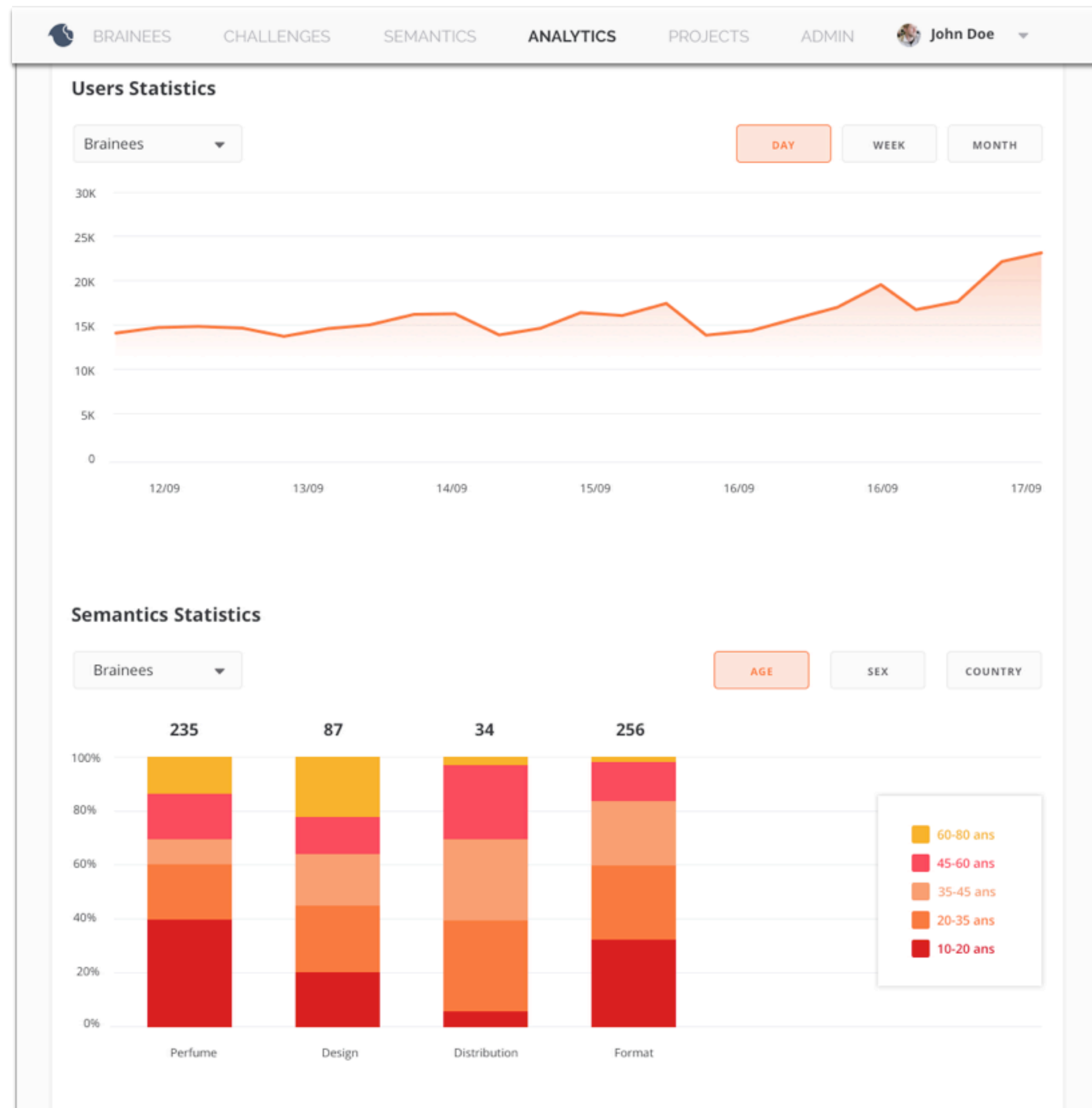
- ✓ **Complete:** all the metric you need for a full-scale assessment.
- ✓ **Actionable:** those metrics all lead to concrete operating decisions.
- ✓ **Customized:** matching your vision of the world, your segmentation.

What you gain with Braineet

- Full and clear real-time dashboard.
- Fast and optimized decisions.
- Resource time.



You sharpen your decisions thanks to a precise segmentation



What makes us different

- ✓ **Sliced & diced:** display results depending on multiple criteria: divisions, country, responsibilities.
- ✓ **Balanced:** analyze your target segment's thoughts, but also what they are not convinced by.
- ✓ **Customized:** build and track all the specific segments you're interested in.

What you gain with Braineet

- You work with the segments you are used to.
- You understand what each segment is thinking.
- You limit the risks of unwanted innovations.

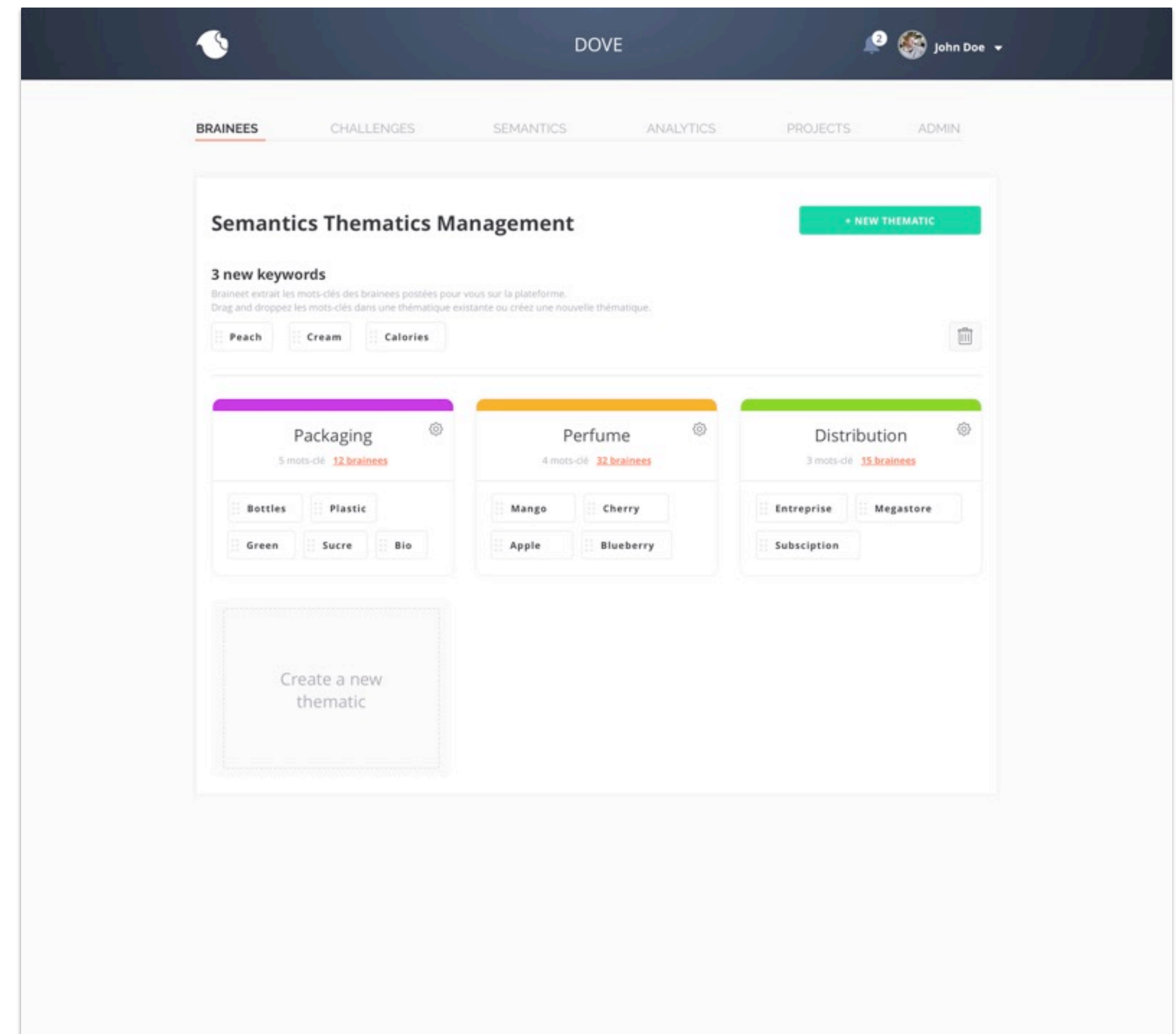
You benefit from quantified and actionable semantic analysis

What makes us different

- ✓ **Reliable**: quantified and real-time analysis of all your idea challenges' trends
- ✓ **Concrete**: identification of concrete actions to pursue within each of these trends.
- ✓ **Customized**: build and test your own list of key words.

What you gain with Braineet

- You build and test your own list of key words by challenge.
- You validate your intuition on your strategic key words.
- You deduce a series of concrete actions.



3 types of benefits with Braineet, generating ROI

1

CONTINUOUS INNOVATION

- Quick wins
- Innovation cycle acceleration
- New Business
- Identification of key trend
- Decrease in innovation risks

3

EMPLOYEE ENGAGEMENT

- Employees listening to customers
- Continuous innovation culture
- Better understanding of customers' needs
- Ownership from project leaders
- More agile organisation

2

CUSTOMER RELATION

- Positive initiative to communicate
- Long-term positive relation
- Loyal and engaged customers
- Innovative image

An almost instantaneous set-up



Formulating your idea challenges

We help your divisions to formulate your challenges and plan them in time.



Technical set-up

We integrate your plug and play customized platform on your sites.



Communication and launch

We activate together various communication channels to shed light on this very positive initiative.

Two subscriptions depending on the support level you need

CHOOSE THE SUBSCRIPTION THAT ANSWERS YOUR NEEDS	STANDARD	GOLD
Unlimited spontaneous ideas	✓	✓
Unlimited ideas challenges	✓	✓
Ideas assessment	✓	✓
Idea Management Space	✓	✓
Integration on your sites	✓	✓
Customization	✓	✓
Braineet mobile application	✓	✓
Key indicators and recommendations		✓
Segmentation analysis		✓
Semantic analysis		✓
Integration on your mobile app		✓
Integration on Slack		✓

Skilled: Braineet team is composed of ex-strategy consultants, key account managers and multi-device product developers.

Experienced: we have been working with every type of organizations in every type of industries.

Reliable: we are very reactive and we accompany your every step of the way.

Innovate with your colleagues too

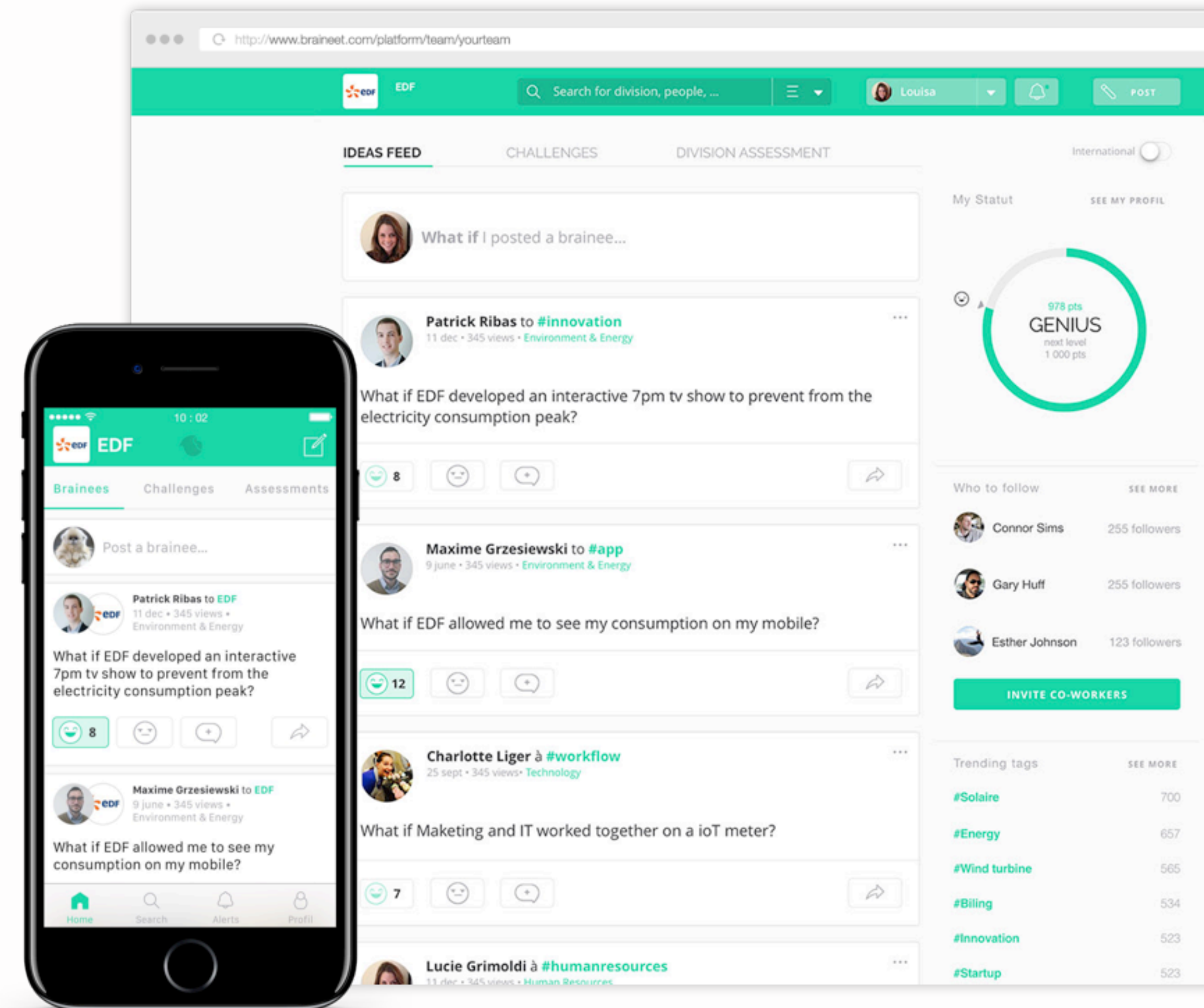
braineet for employees

What makes us different

- ✓ **Complete:** you manage your whole innovation cycle in one place.
- ✓ **Easy to use:** Braineet For Employees has been made for all generations at all responsibility levels.
- ✓ **Used:** Braineet for Employees is used more often and in the long-run by employees, notably thanks to mobile.
- ✓ **Customized:** we adapt the solution to your needs.

What you gain with Braineet for Employees

- A culture of continuing internal innovation.
- Shared best practices across divisions.
- Valued and loyal talents.



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Braineet brings us tremendous value: we discuss live with our contributors, strengthen our relation with them and listen to their ideas to make them happen.



Capucine Becquart
Innovation Manager at Auchan



You too, start co-innovating now.



Contact us

maximilien.costet@braineet.com