APPGENX

INNOVATE • INTEGRATE • INFLUENCE

CUSTOMER ENGAGEMENT PLATFORMS

More than a website.
A better way to connect.

Appgenx transforms existing websites into mobile-first Progressive Web Apps that help organisations attract visitors, engage customers, communicate directly and build lasting relationships.

From first visit to repeat business.

APPGENX.CO.ZA

Your website should work harder

THE OPPORTUNITY

Most websites are built to provide information. A modern customer platform can do much more.



The commercial shift

Instead of waiting for people to remember your website, give them reasons to return. Publish offers, accept enquiries and bookings, deliver useful information, send timely notifications and create digital journeys that keep your organisation connected to the people it serves.

Generate enquiries

Turn website traffic into measurable enquiries, requests and leads.

Drive bookings

Make registrations, appointments, reservations and event participation easier.

Promote offers

Put promotions, deals and time-sensitive information directly in front of customers.

Build loyalty

Create reasons for customers to return, engage and choose you again.

Attract attention. Make engagement easy. Turn interest into action. Keep the relationship going.

One connected customer platform

Appgenx connects the public website/PWA, customer journeys, administration and specialist services into one operating platform.



Customers see a simple, mobile-first experience. Your team gets a central control point for content, enquiries, bookings, promotions and communications. Connected services can handle notifications, payments, email, media and AI.

One platform. One source of information. More opportunities to engage.

What your platform can do

CAPABILITIES

There is no one-size-fits-all feature list. We combine the functions that make sense for your business or organisation.

Enquiries & leads

Capture customer questions, requests and opportunities through purpose-built forms.

Bookings & registrations

Support events, appointments, reservations, registrations and paid participation.

Offers & promotions

Publish time-sensitive specials, campaigns and featured content.

Push notifications

Reach opted-in customers directly with timely updates and promotions.

Loyalty & repeat business

Create digital reasons for customers to return and stay engaged.

AI assistant

Give customers a useful, organisation-specific AI assistant where it adds real value.

Content & media

Manage pages, images, video, resources and other customer-facing content centrally.

Customer journeys

Connect discovery, action, follow-up and re-engagement into a coherent experience.

Admin dashboard

Give authorised staff one control centre for routine platform management.

Installable PWA

Let customers add your platform to their phone or tablet home screen.

Real platforms. Real applications.

CASE STUDIES

The Appgenx approach is not limited to one industry. Two very different platforms demonstrate how the same underlying technology can solve very different engagement problems.

HARVEST CHURCH	DINE DEALS
From website to connected community platform Harvest demonstrates how an organisation can bring information, events, registrations, groups, media, giving, notifications, forms and an AI assistant into one mobile-first experience. harvestchurch.co.za	**From website to customer acquisition & retention platform** Dine Deals demonstrates how a customer-facing platform can use deals, discovery, engagement and direct communication to encourage visits and repeat business. dinedeals.co.za
Key lesson: one connected digital experience can make it easier for people to discover, participate and stay connected.	**Key lesson:** the website becomes an active customer-engagement channel, not simply an online brochure.

Different organisations. Different customer journeys. The same principle: build a digital platform around the way people actually interact with you.

Harvest Church provides the organisational/community example; Dine Deals provides the commercial customer-engagement example.

Why Appgenx

THE ADVANTAGE

Installable
Add to a phone home screen

Engaging
Push notifications and updates



Connected
One central ministry platform

Intelligent
AI where it adds value

Mobile-first	Designed around how customers actually use their phones.
Installable	A PWA can be added to a device for an app-like experience without a traditional app-store download.
Direct communication	Push notifications let opted-in customers hear from you when it matters.
Connected	Live content, customer actions and operational information can work from central records.
Intelligent	AI can be integrated for assistance, discovery, search, recommendations or automation.
Scalable	Start with the essentials and add functionality as your organisation grows.

Modern technology. Commercially useful outcomes.

From website to growth platform

HOW WE WORK

01 **UNDERSTAND**
We review your current website, customers, business model and the journeys you want to improve.

02 **DESIGN**
We define the mobile-first experience, features, navigation and visual direction around your brand.

03 **BUILD**
We redevelop the platform and connect the required database, forms, notifications, payments, media and AI services.

04 **LAUNCH**
The PWA goes live and the key customer journeys are tested across devices.

05 **GROW**
We refine the platform and add new capabilities as your customer-engagement needs evolve.

Your website should do more than inform. It should help grow your business.

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+27 87 265 1714 • WhatsApp: +27 62 012 8252

appgenx.co.za

Stanley Grace Crescent, uMhlanga Rocks, Durban, 4319, South Africa

Custom-built • Mobile-first • AI-ready

Appgenx — Innovate • Integrate • Influence