

Customer Relationships

The relationship between the customers and Ecooin would be potentially automatised, workers could be at the store, but most likely the receiving and payment process could be done by an automatic machine. Also there is an app, where the customers can see how many plastic they have recycled and how much money they've gained, also they can get the money in cash, instead of digitally, when they have enough to get to the monetary unit or simply when they want to.

Also, there is personalised customer service, in case there are some errors with the app, the automatised process does not work properly or the customer wants to ask something or needs help with something.