App (PWA) = Appsite

With your own app, you can pick up your customers where they are: On their smartphone!

Mobile First: More and more people are using their smartphones to access the internet. With your own app, you can offer your customers the best possible user experience.

The Appsite app combines the advantages of a smart app with the benefits of a website. This progressive web app does not need to be downloaded from an app store. It is ready to use as soon as the URL or a QR code is called up and works on any smartphone or tablet.

A progressive web app (PWA) is a mobile website that has the app functions of a native app (e.g. add to home screen, push notifications).

Your customers can use the app site to enquire, book, reserve, order or redeem vouchers. An automatically generated QR code links the app to your printed materials.

The appsite and QR code generator and the other functions of the Worldsoft Business Suite are available online (in the cloud). There are no update or development costs.
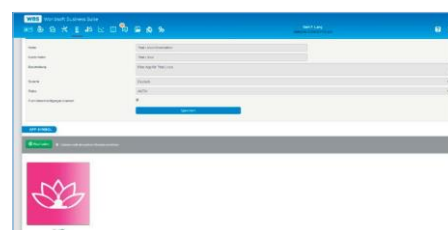
Your own app is now affordable as a PWA and costs only a fraction of a native app.
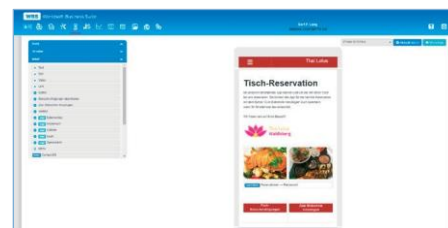
Worldsoft App

You can create various apps, e.g. for enquiries, bookings, orders...

An image can be uploaded and users can save the app icon on the smartphone (Add to Home screen).

You can determine the structure, content, navigation and function of the app using drag & drop. A preview shows the result.

QR code and internet address (URL) are generated automatically. The QR code calls up the app without having to type in a URL.

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Datenblatt: Worldsoft-APP, Version 2.1

Worldsoft-Appsite

General information:
- Operation of the software via a browser (cloud service)
- Appsite is a component of the Worldsoft Business Suite
- Multiple apps possible
- User language (German, English, French)
- Apps can be exported and imported
- Meta tags details per app and per page for search engines
- Domain service and domain assignment
- Interface documentation (API)
- Free package (CRM) from WBS is included automatically and free of charge for up to 1,000 customer addresses - see CRM data sheet

Administration / Basic settings
- Access code can be changed at any time
- Free input of company data
- Time zones, date format, hour format and start of week
- External e-mail for notifications can be set
- Free data fields can be defined (e.g. car brand)
- Multilingual salutations (can be added and changed)
- Multilingual macro management (placeholders)
- Upload company logo for documents and customer admin
- Overview of data usage and upgrade function
- Create backups and import backups
- Document settings with footer macro
- Customisable customer overview
- Customisable display of contact data in customer overview
- Customisable display of info blocks in customer overview

Design and Navigation:
- Upload for app icon with cropping functions
- Design templates
- Appsite construction kit with preview
- Place structure and content via drag & drop
- Add forms, quick shop, surveys, reservation system of the WBS via drag & drop
- Place text fields, images, videos, links via drag & drop
- CSS editor
- Create and change navigation structures
- 7 different menu styles
- Icon assignment to menu items
- User-defined screen sizes can be set

Content management:
- Add and edit pages
- Sample pages: Imprint, privacy policy, opening hours, contact
- HTML editor (WYSIWYG) for texts and images

File manager:
- Archive for images, customer files, article images, widget images, generated files and e-mail attachments
- Search per archive
- File uploader

App-functions:
- Push notifications (depending on operating system)
- Offline functions (depending on operating system)
- Add to homescreen (depending on operating system)
- Forms
- Customer surveys
- Quick-Shop (order with CheckOut)
- Our profile (customer administration)
- Calendar
- Reservations

Push-notifications:
- Message archive
- Step-by-step wizard for sending messages

QR-Code-Generator:
- For widget or customised links
- QR design: colour, size, view, image, resolution
- Check QR code and export as image file

Enquiry form:
- Creation and management of any number of forms
- Templates for forms
- Form design via drag & drop of form fields
- Free design of forms using HTML fields
- Preview function
- Double opt-in
- No captcha required thanks to token system
- Forms are automatically responsive
- Page break for multi-level forms
- Payment settings
- Thank you page (URL or thank you text)
- Automatic notification
- Automatic processes (groups, e-mail dispatch, etc.)
- Use of custom CSS code possible

- Contact data management
- Enter / display / edit addresses
- Registered and unregistered addresses possible
- Group management (group coding)
- Process assignment to groups
- Quick search
- Search for groups
- Create and save search filters for reuse
- Address selection in table (multiple functions): Send e-mail, SMS and letter template, add or remove groups, newsletter and lead manager assignment, change data
- Address overview: contact details, bank information, delivery addresses, documents, group codes, article groups, messages, comments, subscriptions, affiliates, newsletters, Factura documents
- Direct e-mail dispatch, e-mail from templates, SMS and letter templates and Factura document creation
- Import and export addresses (ISO-8859-1 or UTF-8 in CSV format)
- Duplicate search and synchronisation

Template management:
- Create any number of e-mail templates (HTML and text)
- Sample templates for e-mails (HTML)
- Create and manage any number of SMS templates
- Create and manage any number of letters (PDF)
- Sample templates for letters
- System emails (can be changed if required)
- Push notifications (app)

Message module:
- Inbox and outbox for internal messages (system, employees)
- Inbox and outbox for customer messages (for customer admin)
- Customer e-mails with WBS system (local and outbox)
- Display of form entries

Appsite-statistics:
- Appsite calls
- Push notifications