Consumer Trends: Mobile App Notifies Customers When Product is Ready

e-Cued, Inc.

LIVERPOOL, N.Y. (PRNewswire) — People who run businesses run into this dilemma all the time. They can never guarantee that a service, product or restaurant table will be ready at a specific time. Most customers don't like to wait; they could be doing something productive (or amusing) instead of just killing time.

You would think that in this age of Internet, Smartphones and sophisticated portable devices that there would be some way – other than those outmoded buzzers and vibrating disks – to notify customers that they're ready to be served.

Now there is, thanks to Lawrence Lateef, a high-tech entrepreneur from Liverpool, N.Y. Lateef has developed a Smartphone application, Cued, that has multiple functions, the most important of which is to signal customers when a product or service is ready. Cued can also be an integral part of a company's digital marketing strategy.

"It gives customers a choice to go shopping in the mall while they are on a virtual queue waiting for a table at their favorite restaurant," said Lateef. "They can be anywhere in the mall, city, state or country and when their product or service is ready, they will be notified by the business."

Cued can also be used to make or cancel reservations and appointments – anywhere, anytime.

Because Cued operates with a special code, rather than a Smartphone number, the privacy of customers is ensured. Use of this new application can save companies thousands of dollars annually because there is no charge to the business.

The web and mobile applications are already working and prospective customers can test out the system by downloading the mobile app from Google Play for Android device users and Apple Store for Apple device users. Please, make sure to have the user guide handy before you start testing the application. The user guide can be accessed here [1].

Lateef is looking to offer his application to businesses and consumers all over the country but he needs some financial assistance. He is estimating his start-up fee to be $50,000 and has launched an Indiegogo campaign to generate this capital.

The Indiegogo page can be viewed at here [2].
[3]

Donations of any amount are welcome. For a $50 contribution, backers will receive

a Cued pen and T-shirt.

For additional information, visit www.indiegogo.com/projects/why-wait-when-you-can-be-cued/x/8079572 *[4]; the* Cued website *[5], or the Cued* Facebook *[6] page.*

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