

PRODUCT OVERVIEW / NOVEMBER 2019

Video Verification System for Luxury Retailers

MARQ

PRODUCT OVERVIEW

Video Verification System for Luxury Retailers

OVERVIEW

MARQ is an AI-based fulfillment software company that brings greater trust and transparency to online sales experience.

With our mobile app, retailers can record high quality packaging videos to verify outbound transactions and protect retailers from costly disputes.

FEATURES

- Mobile camera app
- Easy-to-use Dashboard
- High-quality 720p HD video
- Real-time video monitoring
- Branding & Marketing analytics
- Verification reports



Online retailers are nervous to sell high value items to faceless customers.

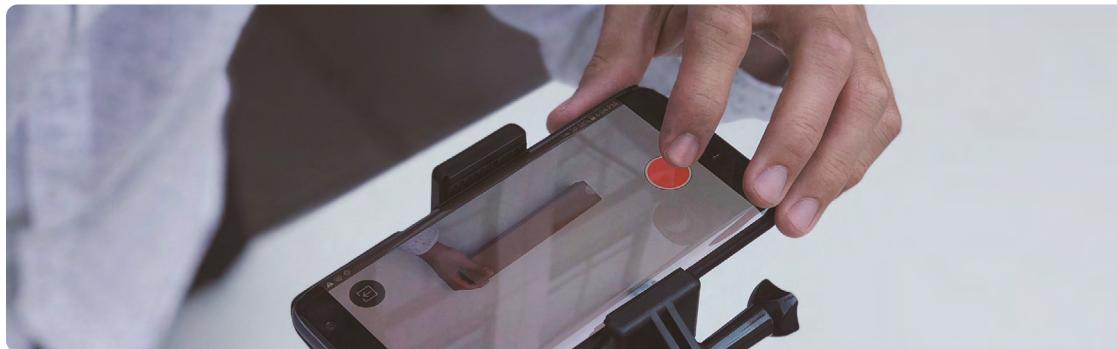
When selling online, luxury brands lose the personal touch they are used to having with in-store sales. At the same time, fraudulent claims and excessive return rates are very common for luxury goods.

Consumers are concerned with buying high value products without physical inspection.

Online retailers selling luxury products face additional scrutiny from consumers due to the higher monetary value of their purchase and the flooding of counterfeit goods online.

HOW TO USE MARQ

Three Simple Steps



1. SET UP RECORDING

Place mobile device over the packing desk and start recording the packing process using our mobile app.



2. PACK YOUR ORDER

Start packing. Pressing the Stop Record button would automatically upload your videos to our online dashboard.

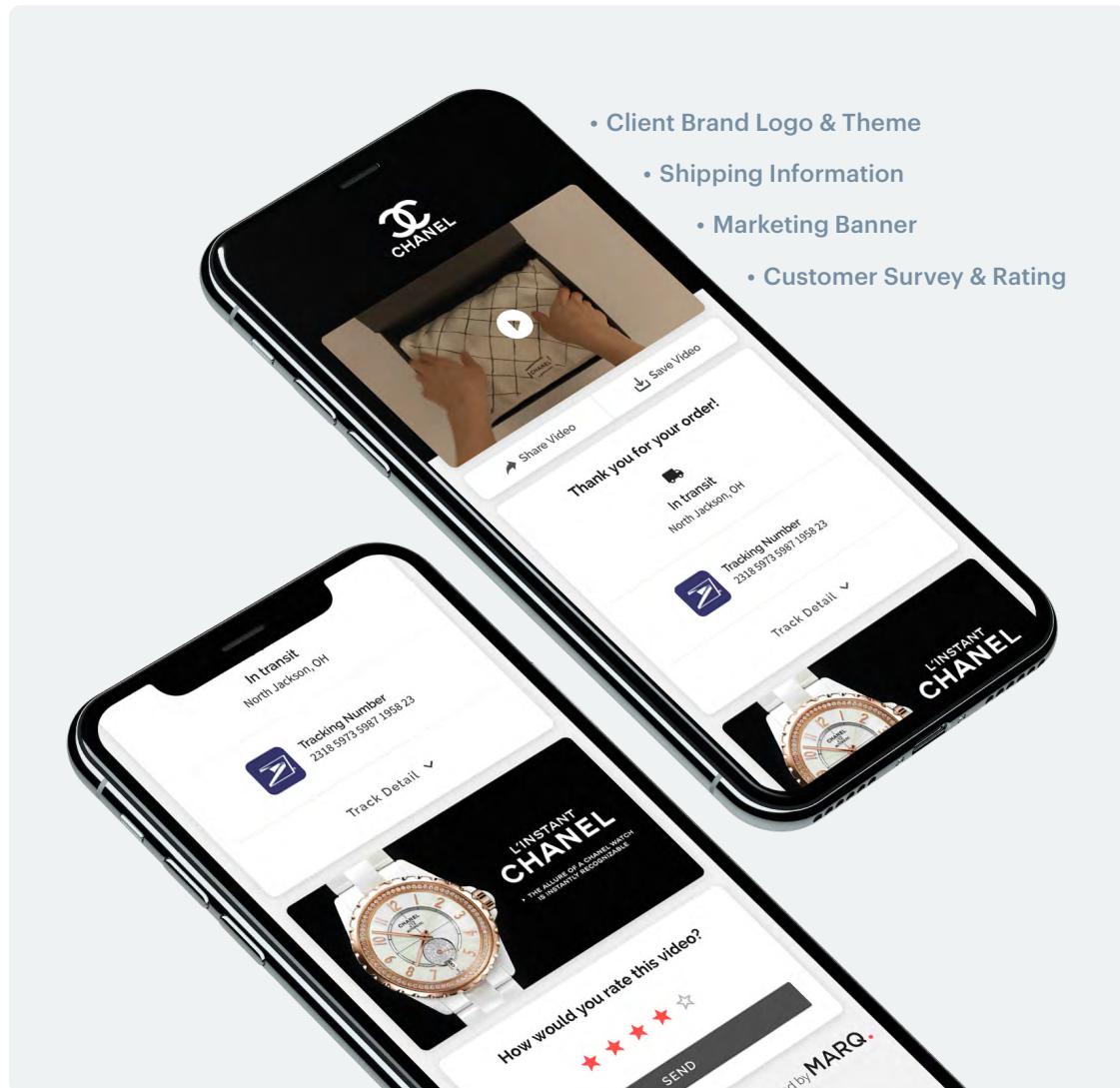


3. REVIEW AND SEND VIDEO

Review and send videos on dashboard. All videos would be marked with timestamps and brand logo.

BENEFITS

Unmatched Customer Satisfaction



CUSTOMER EXPERIENCE

Additional touchpoint while waiting for physical arrival of package.

REASSURANCE

Fraud protection against company in the event of damaged or inaccurate goods.

VISIBILITY

Able to share the video with friends through social media.

BENEFITS

Powerful Internal Control & Operational Efficiency



- Tamper-proof Timestamp
- Brand Product Detection



- Shipping Information Detection
- Customer Information Matching

REDUCTION IN FALSE CLAIMS

Packaging videos are strong supports against unsubstantiated claims – deter 99% of false claims.

DIGITIZATION

Seamless incorporation of digital tracking with the physical process allows efficient claims handling and better internal control.

VERIFICATION

Record packaging videos with tamper-proof timestamps, and verify outbound transactions and protect products from costly disputes.

Customer Testimonials



MARQ helps protect our business from return disputes. Prior to using MARQ, we experienced an incident involving a piece of jewelry with eight diamonds that we shipped to a customer. The customer decided to return the item and, when we opened up the returned package, the piece now contained only seven diamonds. With MARQ, we now have reliable video evidence to prevent any such disputes in the future.

- AVI MIRPURI, HEAD OF E-COMMERCE AT BALLERINA JEWELERS



Our staffs used to spend a lot of time dealing with false return claims. In the past, we used surveillance cameras to check if customers' claims were true. MARQ greatly simplifies our work. To make the videos extra professional, we are even using a good microphone to record and narrate the packaging process.

- MAYA OR, OWNER & PRODUCT DESIGNER AT CADI JEWELRY



Using MARQ allows us to differentiate ourselves from hundreds of competing brands in the market. Our customers appreciate the unique experience of receiving customized videos. Please share these videos online and this attracts even more customers to our brand.

- SANG LEE, FOUNDER & CEO AT OLLIE

FEATURES

Web Dashboard

The dashboard displays a list of 10 entries, each representing a video sent to a customer. The columns include:

Tracking Number*	Customer Email*	Customer Name	Send Video	Manage Video	Date Sent
1732 2351 3483 1181	vincent@gmail.com	Vincent Van Gogh	SEND	MANAGE >	12:56 PM
1Z75 GG71 3131	pablo@gmail.com	Pablo Picasso	SEND	MANAGE >	12:31 PM
18923578179837	rembrandt@gmail.com	Rembrandt	SEND	MANAGE >	9:56 PM
1931 8492 1234 ZDD3	leonardo@gmail.com	Leonardo da Vinci	SEND	MANAGE >	8:11 PM
1Z 1938 1622 3941 1241	bill@gmail.com	Bill Gates	SENT	MANAGE >	Sep 3
EZ15324158372US	albert@gmail.com	Albert Einstein	SENT	MANAGE >	Sep 3
5639 8823 2345 1395	steve@gmail.com	Steve Jobs	SENT	MANAGE >	Sep 2
9819578158935	henry@gmail.com	Henry Ford	SENT	MANAGE >	Aug 30
4817 3018 3019 3717	mark@gmail.com	Mark Zuckerberg	SENT	MANAGE >	Aug 29
1Z 3847 1734 1394 1567	jeff@gmail.com	Jeff Bezos	SENT	MANAGE >	Aug 19

At the bottom left, it says "Platinum 124/1,000 > Renew on Nov 18, 2019".

MANAGE

Easily manage all of your packaging videos from a single dashboard, and search past videos using a tracking number or customer information.

SEND

Review your customer information and deliver high-quality packaging videos directly to your customers' inbox.

FEATURES

Web Dashboard

The dashboard features a sidebar with the MARQ. logo, Chanel branding, and navigation links for Dashboard, Marketing, and Account. A progress bar at the bottom indicates 124/1,000 reviews, with a note to review on Nov 18, 2019.

Dashboard

Uploaded Video
08-15-2019 04:04:02 PM (UTC-04:00)
0.00 / 1:55
SNAPSHOT

Tracking Number: 1234 5678 1234 5678
Customer Name: Vincent Van Gogh
Customer Email: customer@example.com

Recording Started: 07-24-2019 11:46:27 AM
Video Duration: 1Min 55Sec
Video Uploaded: 07-24-2019 11:49:02 AM

Snapshots

Jul 24, 2019
11:42:57 AM -
08-15-2019 04:04:11 PM (UTC-04:00)
Powered by MARQ.
11:44:10 AM -
08-15-2019 04:05:02 PM (UTC-04:00)
Powered by MARQ.
11:46:27 AM -
08-15-2019 04:05:48 PM (UTC-04:00)
Powered by MARQ.

MONITOR

Review the quality of the packing process and assess your employees by examining the recorded video.

VERIFY

Capture key moments by taking snapshots of the video to collect evidence that supports your case in case a customer dispute arises.

FEATURES

Web Dashboard

The screenshot shows the MARQ app's Marketing section for Chanel. The top navigation bar includes "Leave Feedback" and "Getting Started Guide". The left sidebar has sections for "POST ARCHIVE", "John Kay", "Dashboard", "Marketing" (which is selected), and "Account". A progress bar at the bottom indicates "Platinum 124/1,000 >" and "Rewards on Nov 18, 2019".

Marketing

General Intro Ad ⓘ Customize Pro ⓘ

Company Logo / URL Go to account page ➔

Background Color

Marketing Banner

A rectangular banner featuring a Chanel watch with a diamond-set bezel and a white dial. The text "L'INSTANT CHANEL" is prominently displayed, along with "THE ALLURE OF A CHANEL WATCH IS INSTANTLY RECOGNISABLE".

CHANGE BANNER

Marketing Banner Link (URL) [www.chanelofficial.com/shop/...](http://www.chanelofficial.com/shop/)

CHANGE URL

Marketing Preview

CHANEL

A video thumbnail showing a hand holding a beige quilted Chanel clutch bag.

Share Video Save Video

Thank you for your order!

In transit
North Jackson, OH

Tracking Number
2318 5973 5987 1958 23

Track Detail ▾

CUSTOMIZE

Provide your customer with a branded marketing page unique to your company.

CONNECT

Display integrated banners and links to boost sales and increase repeat customers.

CONTACT

Talk with our team to see how we can work together

ABOUT US

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CONTACT

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Harvard
innovation labs

Global Headquarters

Harvard Innovation Lab
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Frequently asked questions

WHAT'S THE PRICING PLAN?

Under our Basic Plan, you can record up to 50 videos per month for free. Our Silver (\$30/month) and Gold plan (\$100/month) let you can record up to 200 videos and 1,000 videos per month, respectively.

WHAT ARE THE MAIN BENEFITS OF USING MARQ?

Video verification system results in a reduction in false claims because packaging videos are strong support against unsubstantiated claims. In addition, MARQ is a great customer retention and marketing tool as packaging videos establish additional touchpoints with customers awaiting the physical arrival of package.

WHERE CAN I USE THE VERIFICATION SYSTEM?

You can directly present the packaging videos as evidence of false and abusive claims. You can also present the evidence as additional proof when filing claims with third-party platforms, such as Paypal, or shipping carriers, such as UPS/DHL/Fedex.

WOULDN'T THE PACKING PROCESS TAKE LONGER WITH MARQ?

MARQ may require additional 2-3 seconds per packing, but it does not decrease the overall productivity because the system seamlessly integrates with the existing workflow. None of our clients have reported issues with packaging productivity.

MY COMPANY HAS MULTIPLE PACKING STATIONS. CAN WE STILL WORK WITH MARQ?

We can accommodate companies of all sizes. If you have any special requests or concerns, please contact us and we can customize arrangements.