



BUSINESS PROPOSAL

Proposed by: Cedric Black

OVERVIEW

Cedric Black Sound Design is pleased to submit this proposal for services to support _____ in achieving your goals for improving complete customer satisfaction, by providing an immersive interactive experience, based on a 360-degree audio-based test ride for your new and used inventory.

The Objective

1. Enhance sales tools available to assist the decision process for customer purchases.
2. Improve customer online interactive experience.
3. Improve the growth and flexibility of the online shopping movement.

The Opportunity

In 2020, online revenue growth was up 44%, and in Q1, 2021 it increased 39% year-over-year. These numbers highlight new consumer behavior because of greater access to mobile devices and online shopping experiences, made even more prominent by quarantine and other safety measures put in place to battle the Covid-19 pandemic.

- Goal #1: Increase customer relationships with consistent and current digital touchpoints across your company's website. Your customers will appreciate robust options when choosing the best vehicle for them.
- Goal #2: Connect with customers in a more interactive way that bridges the gap between online and in-person experiences.
- Goal #3: Offer increased flexibility for customer's online browsing experience.

The Solution



- Recommendation #1: *(Audio Reality 360 - a fully immersive online spatial experience)*
 Customers will be able to “LISTEN” to and “HEAR” what their driving experience will sound like, on the city street and highway, and driving at various speeds. Customers will access this experience by utilizing regular stereo headphones to enjoy a virtual audio 360-degree test drive that has been captured from multiple microphone angles as though they are seated inside the vehicle.
(We call this Audio Reality (AR 360))
- Recommendation #2: (Vehicle Sounds)
 Customers will add to their shopping experience by enjoying a first-hand feel for the primary sounds of their vehicle of interest. (ex., engine noise, windows, alarms, doors, etc.)

OUR PROPOSAL

(Company) has a well-deserved reputation for quality customer service. However, faced with increased barriers to customer interaction, Covid-related economic impacts, and a limited, rigid, and non-immersive technological experience, (Company) faces the possibility of isolating large demographics of new customers leading to decreased sales revenue due to customer perceptions of (Company) failing to provide safe, flexible, and wholistic online experiences.

We have developed Audio Reality 360 to help businesses like yours, stay ahead of customer experience trends and propose that (Company) implement an immersive solution focused on a 360-degree internal spatial experience of a customer’s vehicle actual test drive. Most importantly, we provide all the groundwork and support for this new solution that ensures your staff realizes concrete improvements in sales closure, customer satisfaction, and sales metrics.

STRATEGY

Our strategy incorporates current technological methodologies, extremely qualified personnel, and a simple, yet highly responsive approach to managing deliverables. We will capture individual sounds of the vehicle(s) in the most natural way and process these sounds as Spatial Audio and Audio Reality (AR) content, in a 360 degree, left, right, front, and back sound palette for customers to experience using their regular stereo headphones.

RESOURCES

Under the guidance of our highly experienced sound recordist and audio editor, we use high-definition audio recorders, microphones capable of capturing 360-degree audio, and our digital recording and editing studio to deliver to you a unique addition for your customer's online experience(s).



PROJECT DELIVERABLES

Deliverable	Description
Spatial 3D Stereo Audio	A form of digital surround sound wherein the origin points of different sounds can envelop you from all directions.
Interior Vehicle Sounds	Natural sounds of all interior components
Exterior Vehicle Sounds	Natural sounds of all exterior components
Interior Road Tone	360-degree spatial audio driving experience
Interior Road Tone (City)	360-degree spatial audio driving experience (various speeds)
Interior Road Tone (Highway)	360-degree spatial audio driving experience (various speeds)
Road Noise (Windows up)	360-degree spatial audio driving experience (various speeds)
Road Noise (Windows down)	360-degree spatial audio driving experience (various speeds)
Interior Road Tone (City) - Windows Up, w/Talking	360-degree spatial audio driving experience (various speeds)
Interior Road Tone (City) - Windows Down, w/Talking	360-degree spatial audio driving experience (various speeds)
Interior Road Tone (Highway) - Windows Up, w/Radio	360-degree spatial audio driving experience (various speeds)
Interior Road Tone (Highway) - Windows Down, w/Radio	360-degree spatial audio driving experience (various speeds)



EXPECTED RESULTS

We expect our proposed solution to (Company) to provide the following results:

1. Financial Benefits
 - Improved sales closure
 - Improved sales in less popular vehicles
 - Improved customer experience
2. Technical Benefits
 - Increased online traffic
 - Flexible technology options
 - Wider customer demographics

PRICING

	Service	Cost
<i>Spatial Audio 360 Recording(s) (Day 1)</i>		
<i>360 Audio Editing (Day 2)</i>		
<i>360 Audio Processing (Day 2)</i>		
<i>360 Audio Archiving (Day 2)</i>		
<i>Customer Digital File Delivery (Day 2)</i>		
	TOTAL	
<i>(Pricing is based on two-day project)</i>		

QUALIFICATIONS

Simply put, we have an exceptional track record as an audio creator and designer and have always pushed to produce creative, responsive, and innovative audio.

- 20+ years of experience in audio development, music production, digital audio recording/mixing/editing, and creative sound design.
- Original founder of CedBlack Music Publishing and Cedric Black Sound Design. Leads 100% of all projects myself.

CONCLUSION

We look forward to working with (Company) and supporting your efforts to improve your sales cycle with the Audio Reality 360 solution. We are confident that Audio Reality 360 will meet the business challenges ahead and stand ready to partner with you in delivering an effective marketing and customer service solution.

If you have any questions about this proposal, welcome free to contact Cedric Black via email at AudioReality360@gmail.com or by phone at 501-256-8855.

Kind regards,

Cedric Black
Sound Designer

