

From customer signal to verified improvement.

A complete Europe-first SaaS blueprint covering the customer journey,
business workflow, team accountability, rewards, security, abuse prevention,
billing and delivery roadmap.

MARKET	EUROPE
CURRENCY	EUR
MODEL	B2B SAAS
STATUS	VALIDATED DEMO

The product tree

01 · PUBLIC WEBSITE • Problem-first homepage • Product and workflow • Pricing in euro • FAQ, proof and trust • Login and downloadable blueprint	02 · ONBOARDING • Organisation and locations • Google destination URL • Branded link and QR • Issue categories and SLAs • Team invites and trial
03 · CUSTOMER JOURNEY • Open link and select 1–5 stars • 1–3: verified private route • Required receipt/order number • Optional contact details • 4–5: Google destination	04 · INTELLIGENCE • Sentiment and category • Priority and pattern detection • Suggested action, owner and deadline • Human confirmation
05 · TASK LOOP • Assign owner and deadline • Checklist and evidence • Reminders and escalation • Manager verifies • Recurring preventive check	06 · TEAM SYSTEM • Owner, manager, member, auditor • Responsibility map • On-site checks • Verified improvement points • Employer-defined rewards
07 · RECOVERY • Acknowledgement and timeline • Business response • Optional goodwill gesture • Unlock after verification • One-use and receipt-linked	08 · TRUST • Identity and transaction checks • Tenant isolation and RBAC • Encryption and audit logs • GDPR lifecycle • Rate limits and abuse scoring

How one experience moves

01	Business setup Create location, destination, branded link and QR.
02	Rating route Customer selects 1–5 stars.
03	Private case 1–3 stars: identity, details and mandatory receipt/order reference.
04	Public destination 4–5 stars: continue to configured Google Review page.
05	Triage System suggests category, priority, action, owner and deadline.
06	Accountable work Assignee completes a checklist and submits evidence.
07	Verification Manager checks the result on site and records a decision.
08	Recovery Customer sees progress and may receive a controlled gesture.
09	Prevention Solved issue becomes a recurring operating check.

Product rule

Rewards are never earned simply for submitting negative feedback. Eligibility begins after identity, transaction and resolution checks. AI recommends; authorised people assign, compensate and verify.

Trust, security and abuse controls

IDENTITY & ACCESS Google/email identity; MFA for sensitive roles; least-privilege roles; short sessions, rotation and revocation.	DATA SEPARATION Organisation-scoped access on every record, row-level controls, signed private uploads and strict service permissions.
ENCRYPTION TLS in transit, managed encryption at rest, secret manager, key rotation and no payment-card storage.	EDGE DEFENCE WAF, rate limits, bot protection, validation, secure headers and narrow CORS rules.
DETECTION Immutable audit events, anomalous access alerts, reward velocity signals and incident runbooks.	RESILIENCE Automated backups, tested restoration, regional resilience, dependency and vulnerability management.
GDPR Purpose limitation, consent records, configurable retention, export, deletion and processor agreements.	REWARD ABUSE Verified account; risk-based phone check; receipt validation; one reward per transaction; merchant and device velocity; approval thresholds; appeal trail.

Payment boundary

Subscription checkout and the billing portal are hosted by the payment provider. Quality Quote stores provider customer/subscription IDs and usage state—not raw card numbers or security codes.

Commercial model

START €12 / month 1 location · 1 owner	Branded link and QR 100 private responses/month Manual tasks and basic dashboard 90-day history
IMPROVE €29 / month 1 location · 5 team members	Unlimited private feedback AI task suggestions Evidence and manager verification Recurring checks, points and rewards 24-month history
SCALE €59 / month 3 locations · 20 team members	Managers and combined analytics Location comparisons Advanced reward controls API, webhooks and priority support Unlimited history

Why this ladder

€12 is a low-friction entry for a single small operator. €29 monetises the core operational value—team ownership, verification and recurrence prevention. €59 expands the same loop across locations and integrations without forcing an enterprise sales process.

Data model and delivery roadmap

User → Membership → Organisation
Organisation → Business → Location
Location → Feedback link → Feedback case
Feedback case → Verification → Task
Task → Assignee → Evidence
Evidence → Manager decision → Recurring check
Customer → Response → Reward grant
Organisation → Subscription → Usage ledger

PHASE 1	Responsive validated demo and public blueprint
PHASE 2	Authentication, organisations, locations and billing
PHASE 3	Live feedback, tasks and notifications
PHASE 4	Checks, evidence, customer portal and rewards
PHASE 5	Intelligence, abuse scoring and analytics
PHASE 6	Multi-location scale, API and compliance hardening

Recommended order

Build tenant isolation, permissions, audit events and the usage ledger before rewards or AI automation. Ship the complete operational loop—feedback, task, evidence, verification, response—before advanced scoring. This creates trust and high-quality labelled data for future intelligence.