



Talking Product: Turning Physical Products into a Continuous Growth Engine.

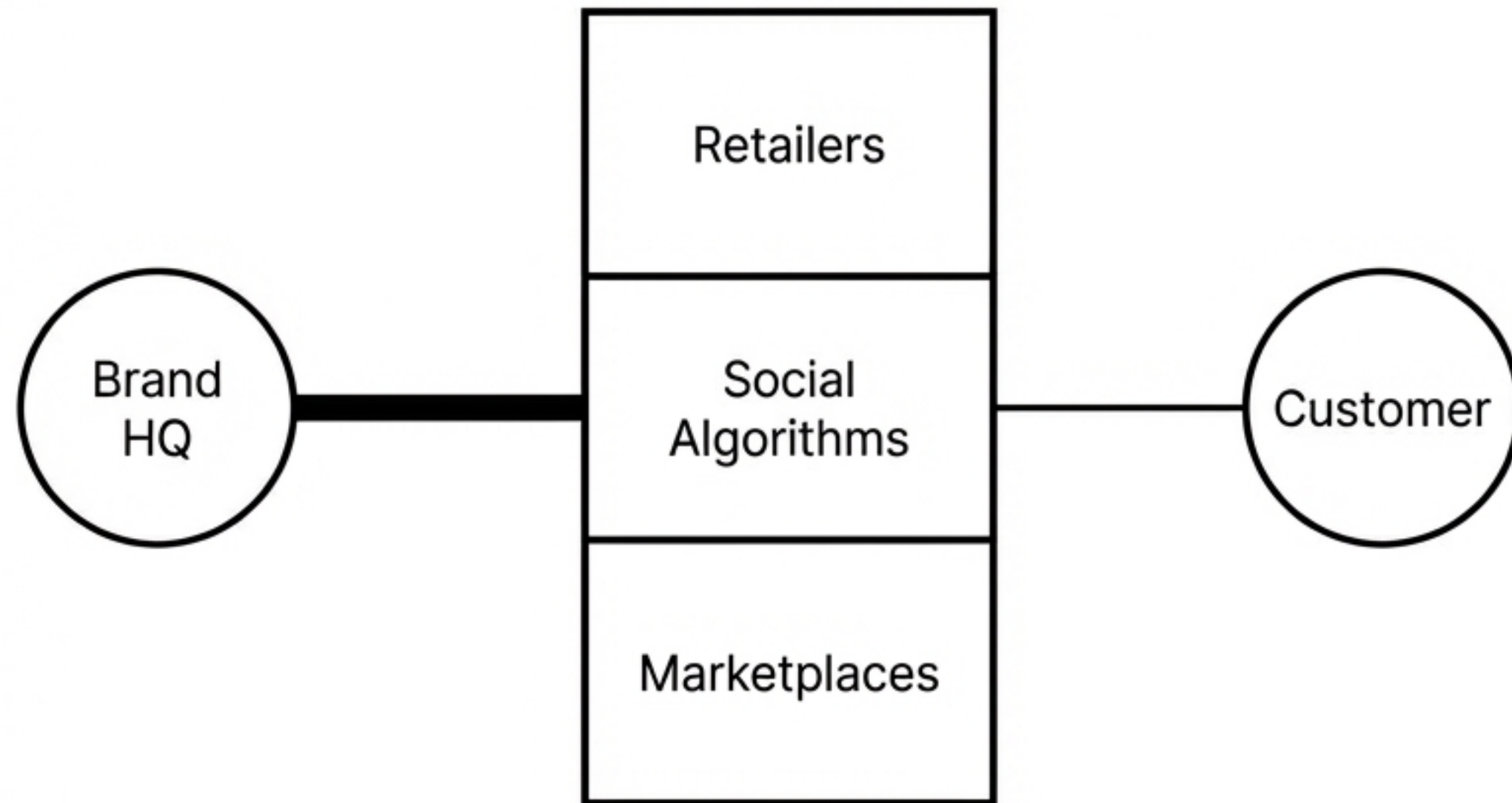
Moving beyond support to create a helpful service layer and an owned signal channel.

The most important questions are asked when you aren't in the room.

Most customer value and confusion happens in the physical world—at the shelf, during first use, and throughout the lifecycle. Yet, brands are structurally blind to these moments.



When you borrow relationships, you don't own the signals.



- **Delayed Learning:** Reliance on support tickets, reviews, and surveys creates a lag in understanding.
- **Loss of Control:** Intermediaries control the distribution, reach, and often the data.
- **The Gap:** The brand does not own the direct help experience or the high-quality signals generated in the moment of need.



The problem isn't the QR code. It's the dead end behind it.

Packaging and shelf labels are prime physical real estate. Current strategies waste this opportunity by linking to:

- Generic, desktop-first websites.
- Marketing fluff that doesn't solve immediate problems.
- Experiences that produce weak learning and low repeat usage.

Talking Product makes a physical product askable.



Transform any physical touchpoint into an instantly accessible, mobile-first help experience.

The Shift: From a static package to a dynamic service layer.

Utility precedes data collection.



Scan



Ask



Answer



Download App



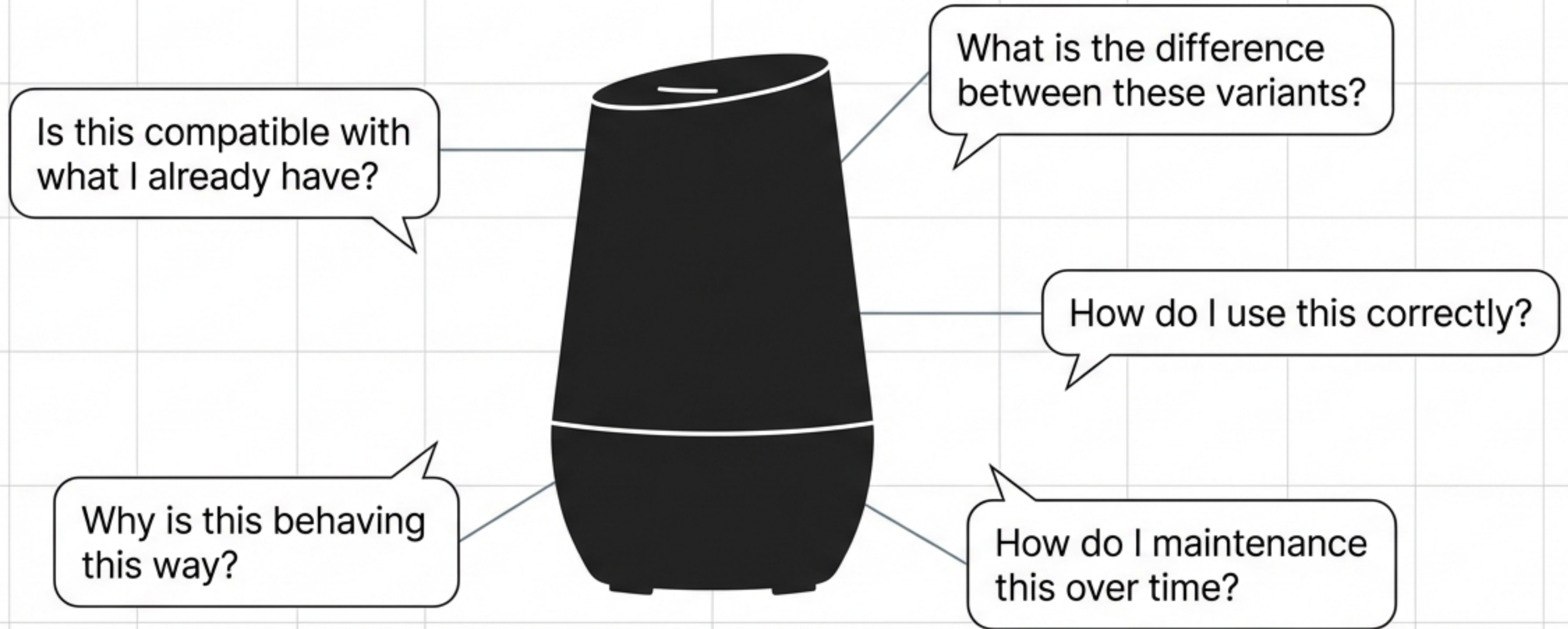
Login/Password



User Profile

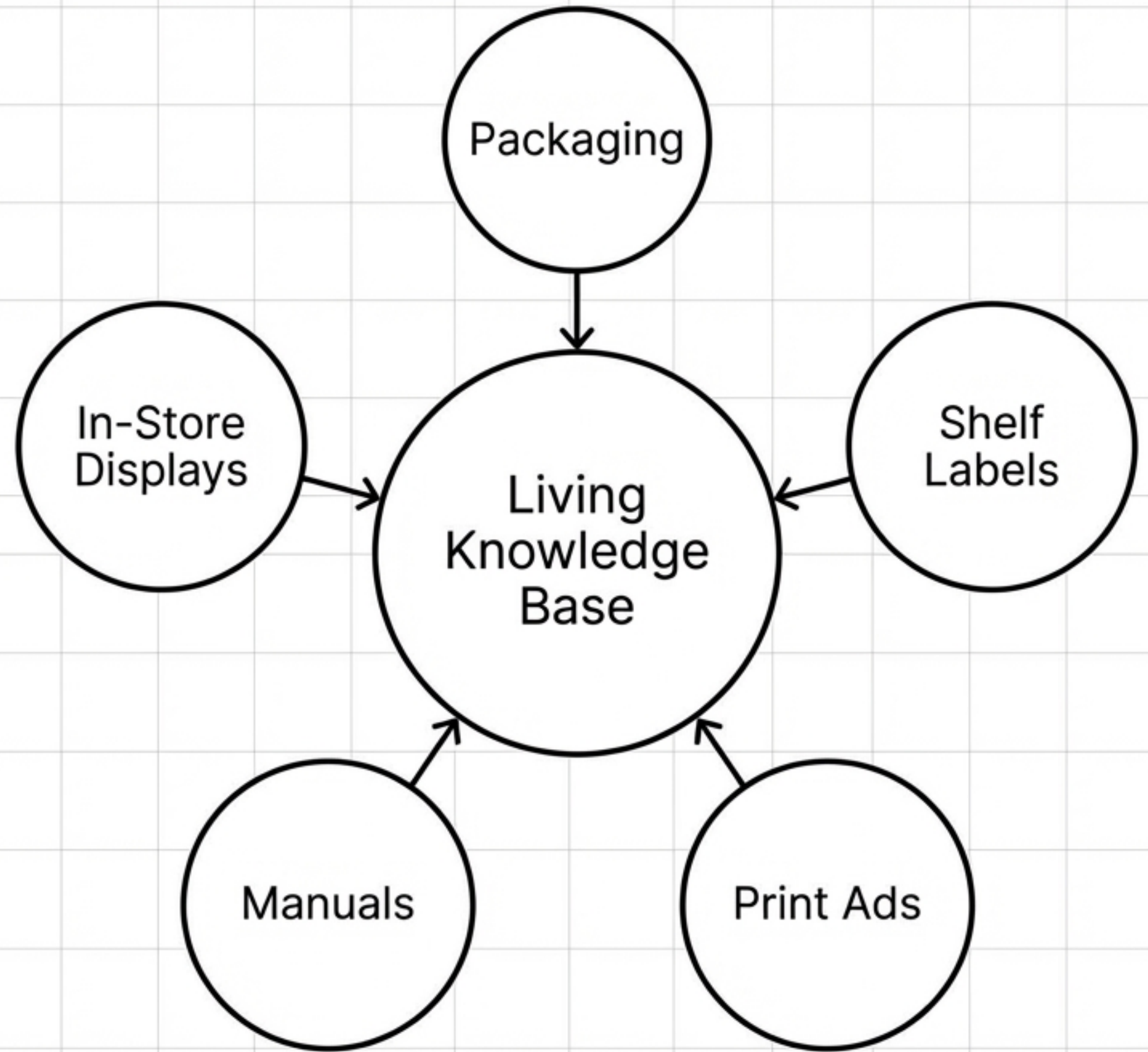
- Browser-based (No app to download).
- No login required.
- Anonymous by default.
- Instant utility in the customer's own language.

Covering the journey from shelf to disposal.



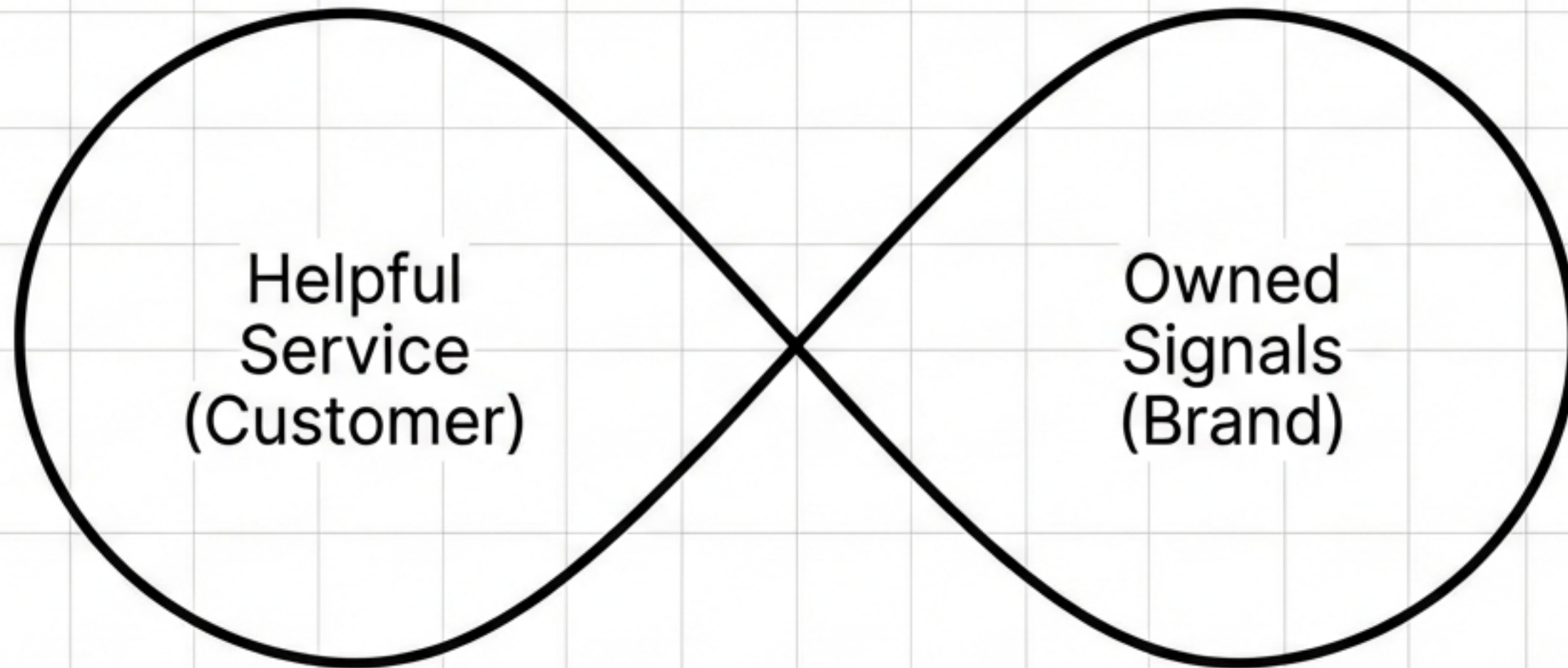
Print is permanent. The experience behind it is fluid.

Different QR codes provide different contexts, but they all lead to one evolving destination. The brand updates the truth in one place, everywhere.



We don't ask for feedback. We earn insight.

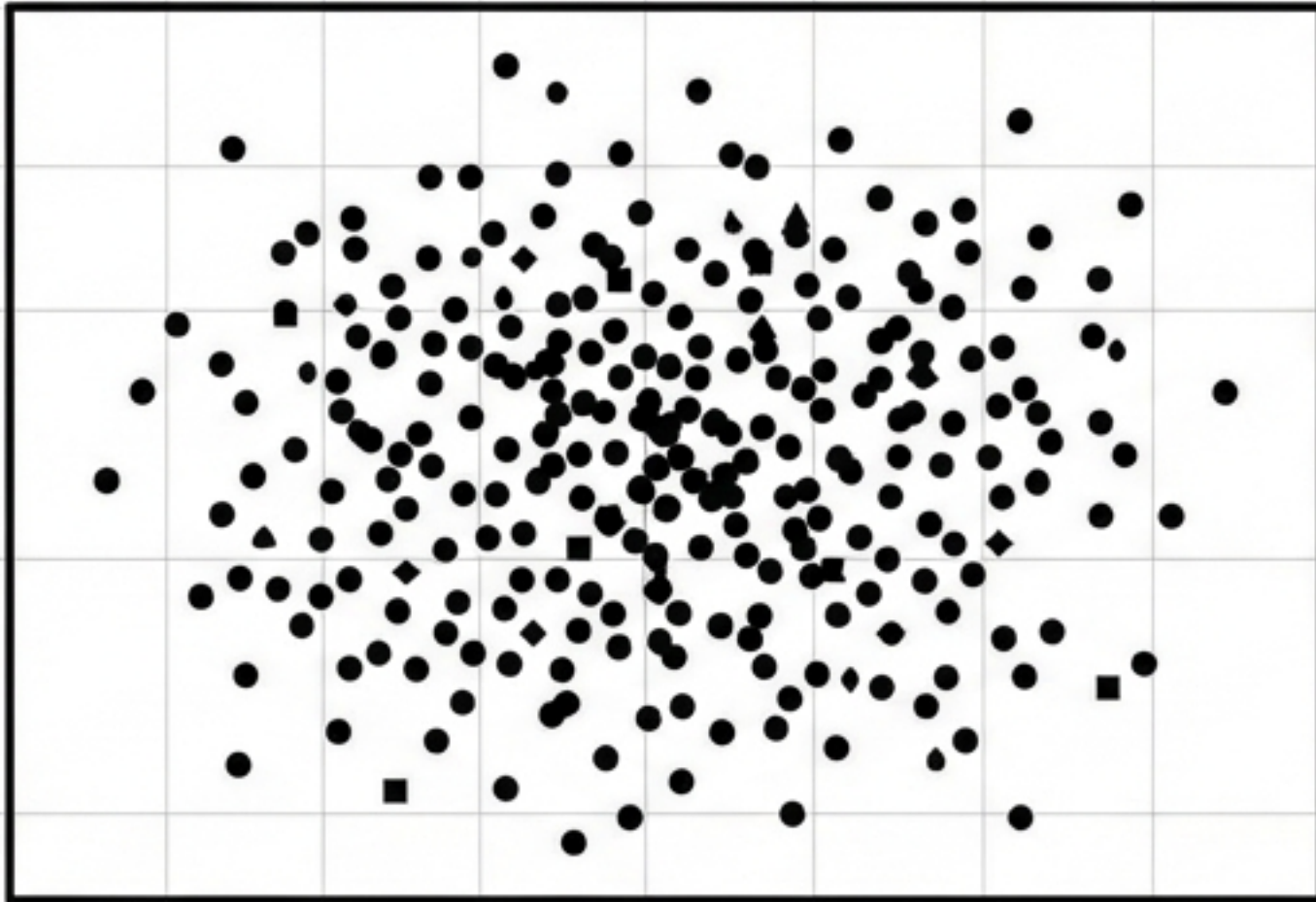
Talking Product is not a feedback channel; it is a service layer. Learning happens as a byproduct of helping. Because it helps first, people use it. Because people use it, the brand learns.



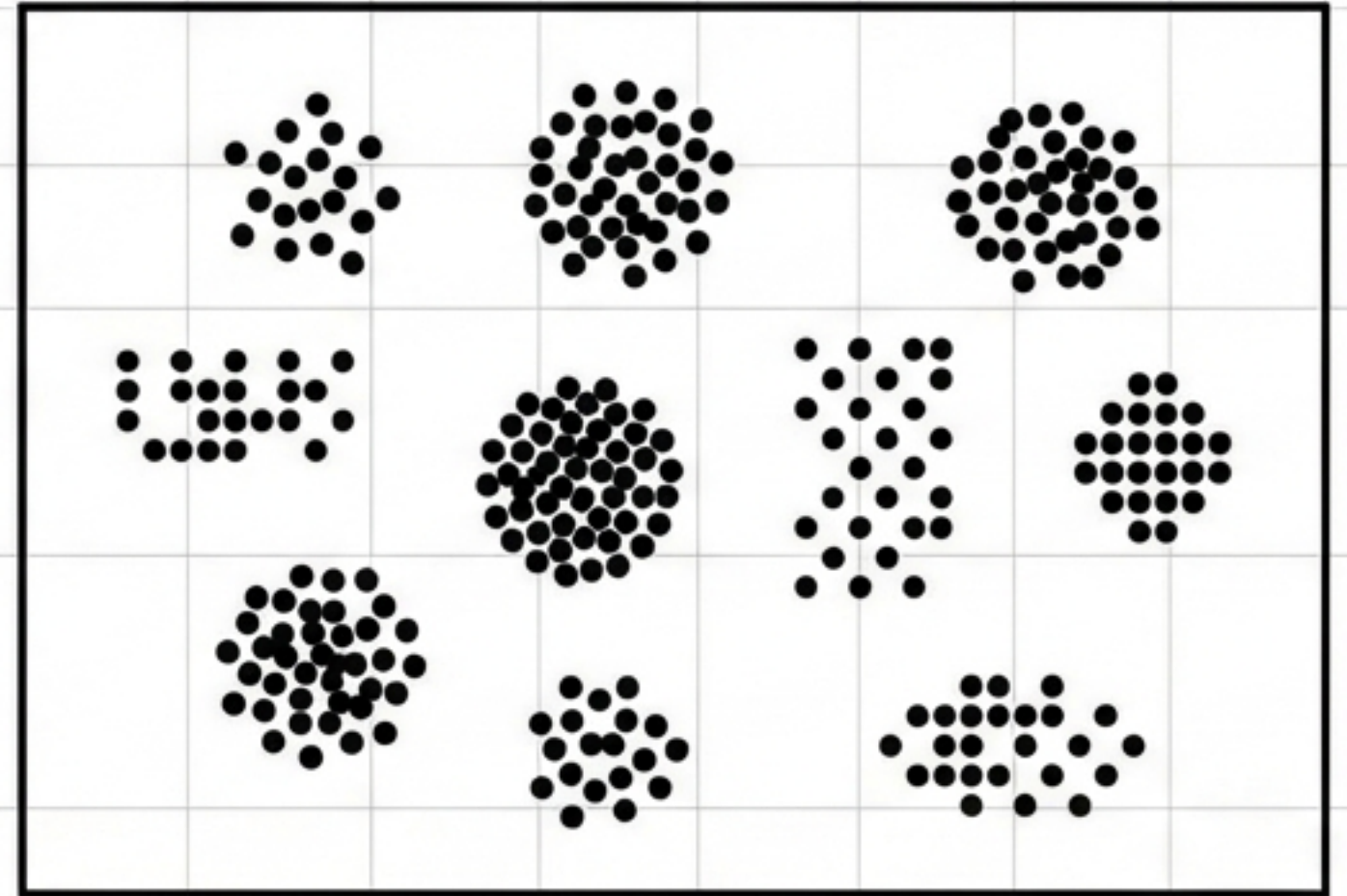
Real questions are the most honest data source available.

Surveys are reconstructed, delayed, and biased. Talking Product is in-the-moment, contextual, and urgent. Questions reveal friction, unmet needs, and emerging demand patterns that internal teams might miss.

Noise

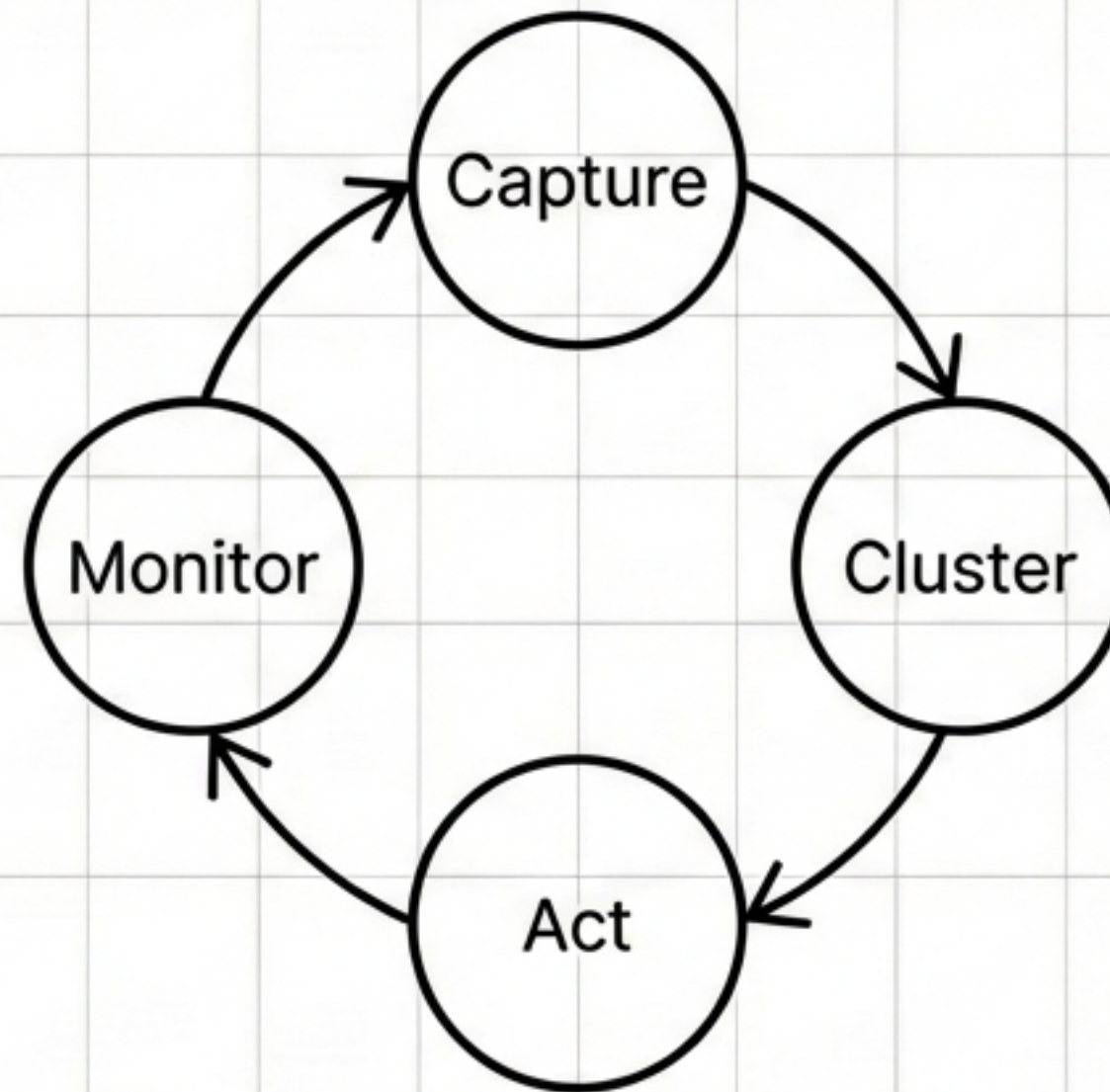


Themes



Success is not a report. Success is a problem disappearing.

The goal is to track whether a specific need declines or disappears after an action is taken.



“Brands that learn faster, grow faster.”

Improve at the speed of learning, not the speed of print.

Packaging Cycle (Months/Years)

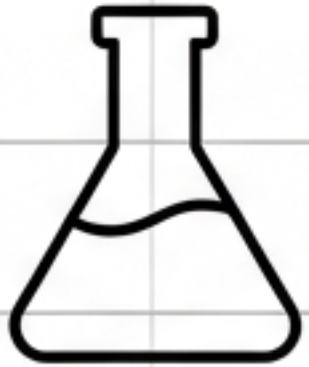


Digital Layer (Minutes/Hours)



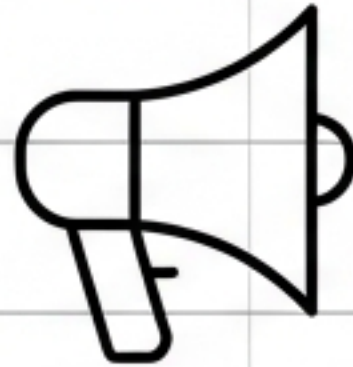
- Clarify confusing claims.
- Add missing steps or compatibility notes.
- Insert troubleshooting flows for common issues.
- Update safety guidance instantly.

Customer experience is multidisciplinary.



R&D

Discover
feature gaps



Marketing

Test claim
clarity



Support

Reduce
repetitive
tickets



Legal/Compliance

Ensure safer
usage

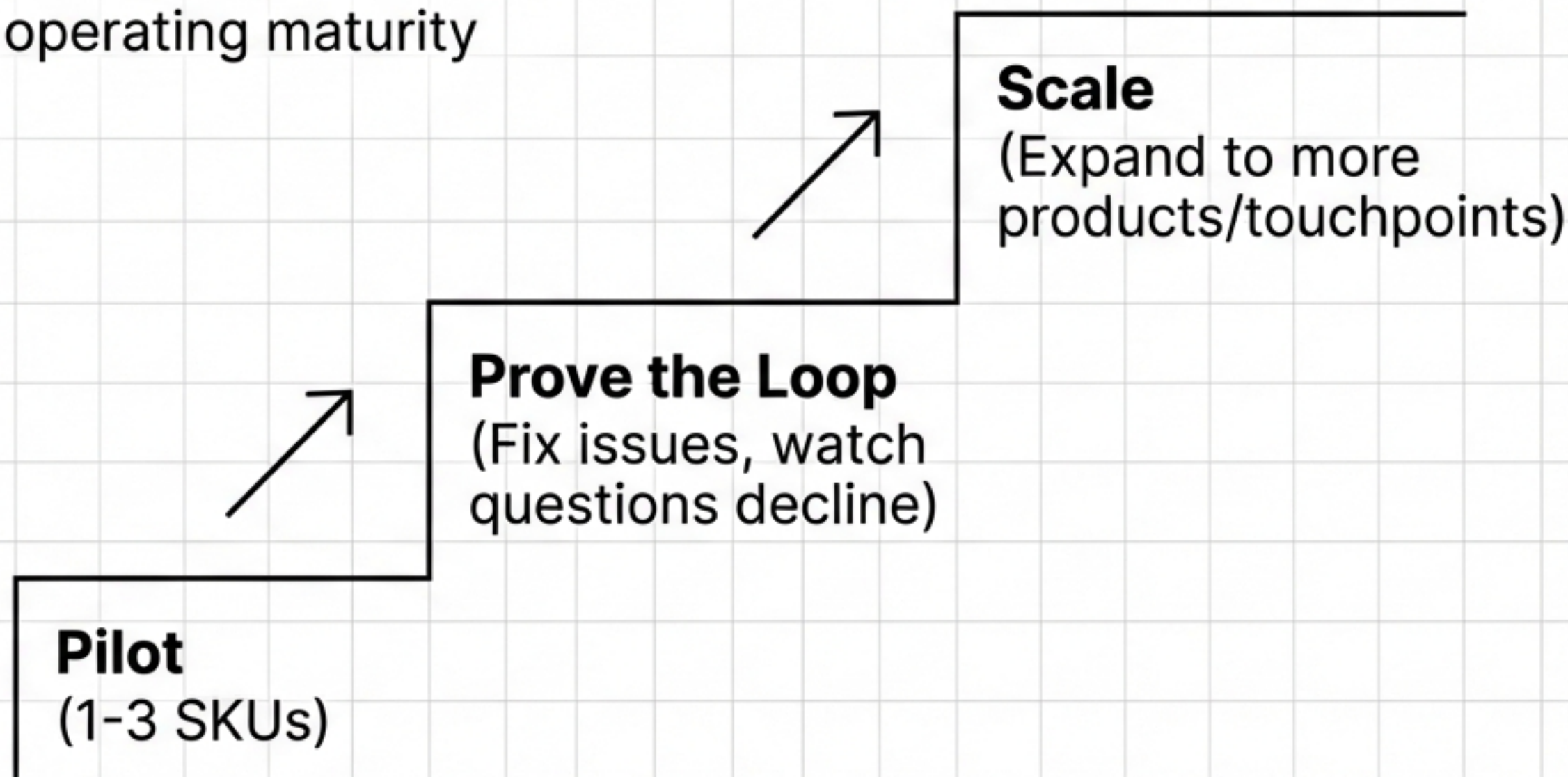


Retail

Remove
conversion
blockers

Don't boil the ocean. Prove the loop works.

Start with a small set of products and touchpoints. Build operating maturity before scaling.





Own the question. Own the destination. Own the growth.

Better Experience + Better Understanding + New Value Creation = A Scalable Asset You Control

Turn your physical products into your best growth engine.