ZINZINO MOBILE APP
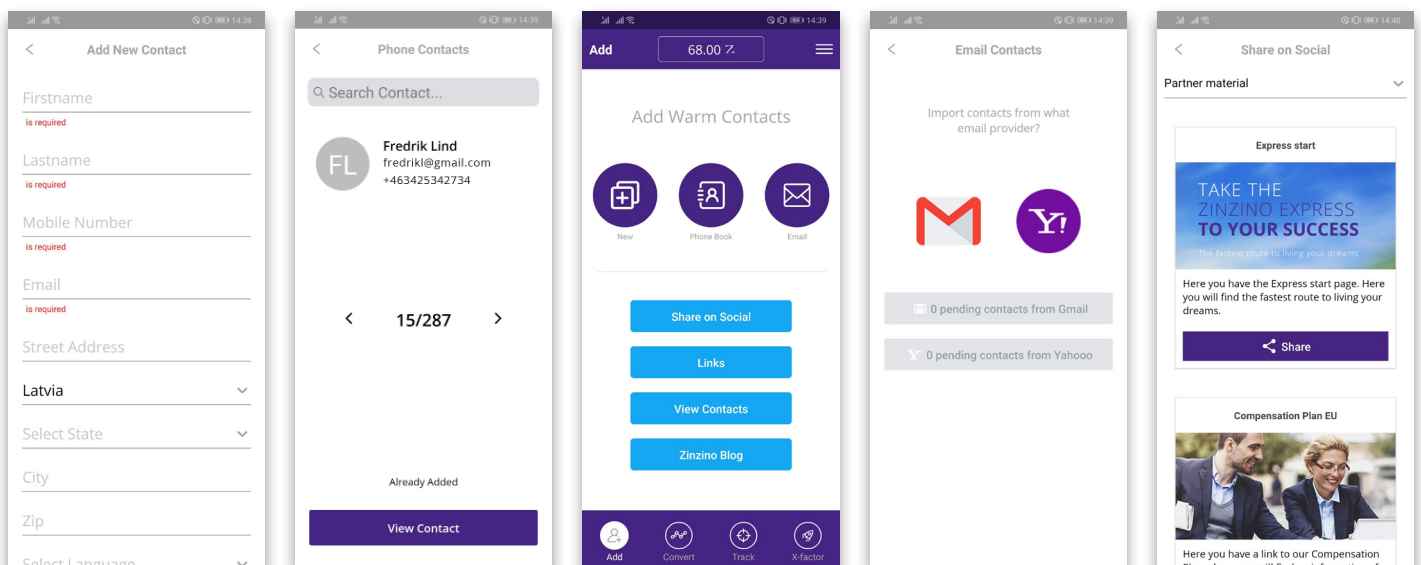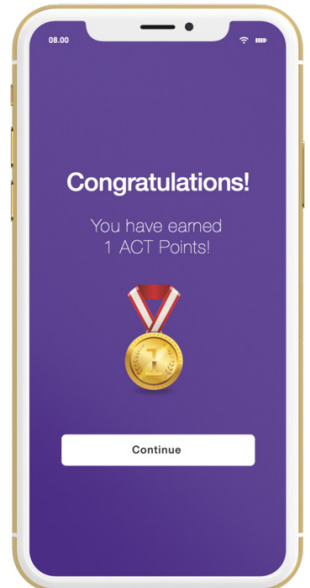# PREDICTIVE ACTION ENGINE APPLICATION
USER'S GUIDE FOR MEMBERS

Phase 1 – Onboarding

Once you log in to the system as a new member, first you will be required to watch the Welcome video. After you have viewed the Welcome video, you will earn ACTION POINTS so you understand the dynamic of taking action and earning points.

You will then choose your Goal to achieve within the system.

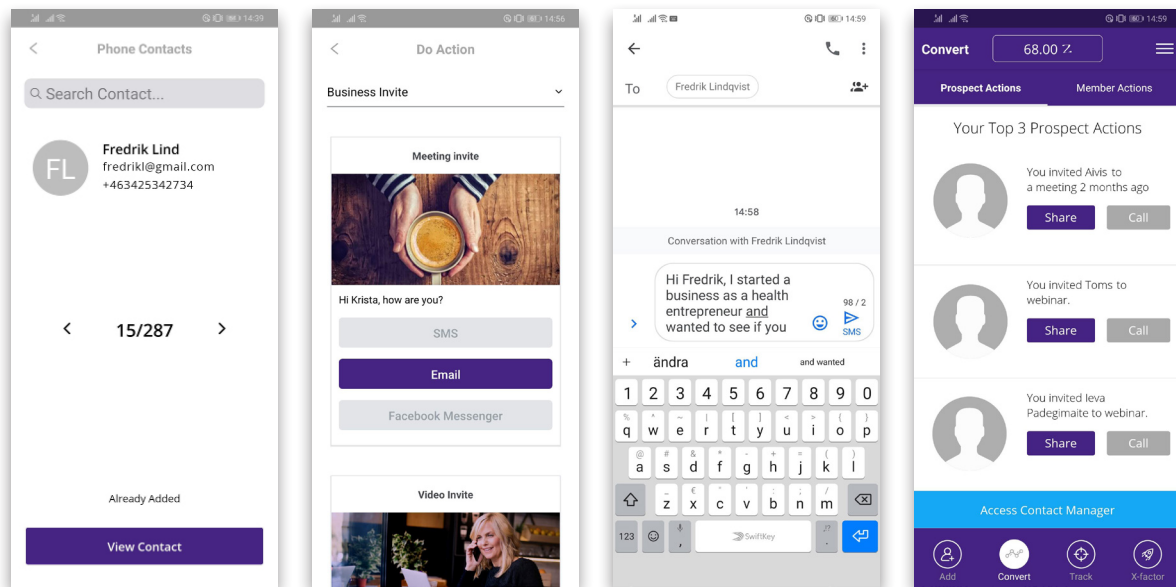## Phase 2 – Action Time: Add & Convert

Once inside, you will see the ADD page where you can choose to ADD a new contact, sync contacts from your mobile phone, or pull in contacts from your Gmail or Yahoo account.

While viewing an actual contact record, you have the option to CALL or SHARE content with the contact. The moment you take any action, the contact is added to your Contact Manager as a prospect record.

The CALL function will immediately dial the contact from your device.

The SHARE function will pull up a list of preloaded Invite Actions and once selected, it will pre-populate a message to the prospect from you.
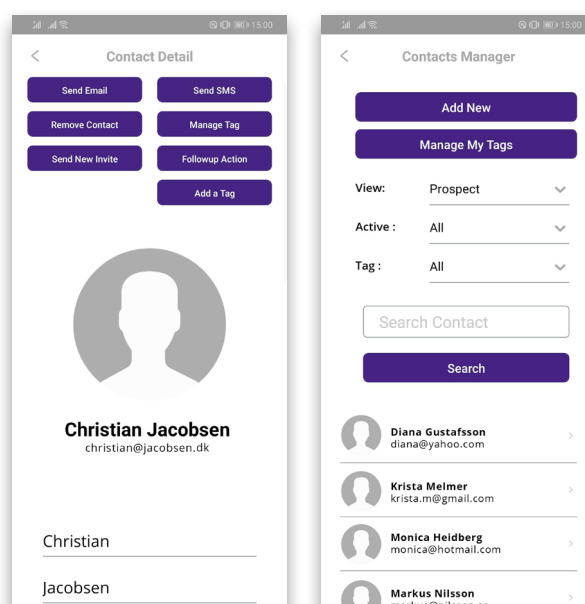
The act of sending an Invite Action activates the prospect's journey on the action engine's path. The algorithm will then display the top 3 prospect actions and your member actions based on the App's scoring system that determines the most relevant top 3 actions for you to take at any time.
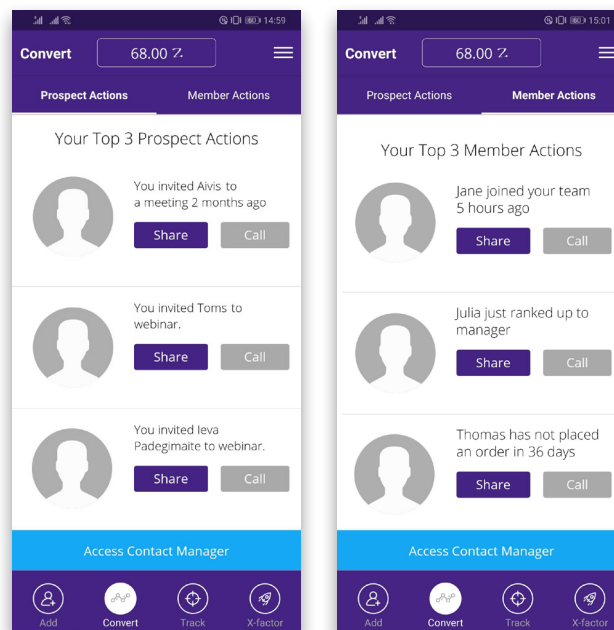
If you get a response from a prospect that is not in the top 3 and you want to respond immediately, you can tap to access the Contact Manager, and then tap the Follow-up Action.

Within the Contact Manager, you can choose 6 action paths:
- Send Email: Opens your email tool to send this contact an email
- Send SMS: Pulls up the contact for you to send your own custom text
- Remove Contact: Deletes this contact from your Contact Manager
- Manage Tags: Allows you to change the category tag for this contact
- Send New Invite: Allows you to start a brand-new invite message and path to this contact, removing them from any current path that they are on.
- Follow-up Action: Displays the new sequenced or scheduled action you have for this contact from the current path they are on.

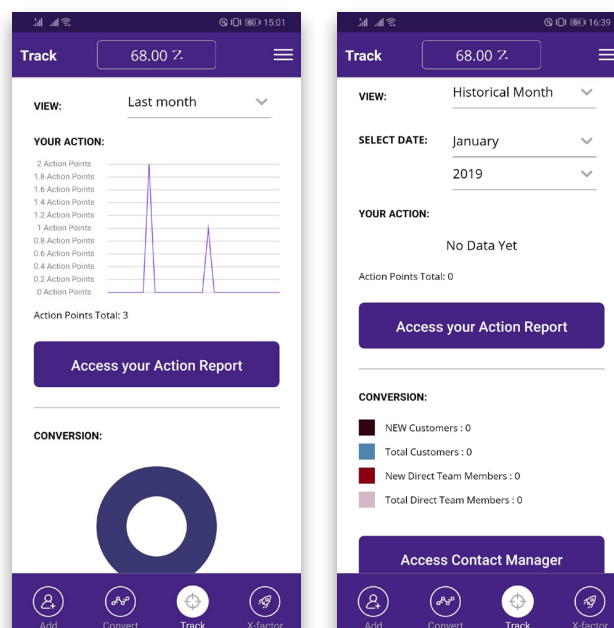The Convert page presents you your top actions not only for your prospects but also for your team members.

Phase 3 – Tracking Your Actions

The tracking area is the default reporting area for you as a member to see your Action Report as well as the actions other your team members are taking in the system.

You can tap your personal Action Report to see your completed actions that have generated points for you.
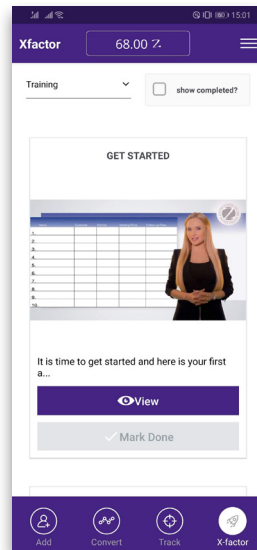
As you sponsor more members in your team, the track page expands to display your top 5 team members who are also taking action inside the platform.

Phase 4 – X-Factor, Knowledge base

X-Factor is designed to give you the next step to achieve your highest potential by learning. You must complete watching a video to earn Action Points.

You can go back and view previously completed videos and have full rewind and fast forward features on the player, but when you view them for the first time, all you can do is play and pause the content to avoid any cheating in the system.

Phase 5 – Manage Profile, Notifications, Badges & Rewards

To manage your profile and view badges you've earned in the system, you can tap the sidebar in the upper right corner and open the side menu. You can update your profile information, social media accounts, and view your core platform links.

The Top Badges displays the top 3 badges you are closest to completing inside the platform. There are 17 separate badge paths tracked. The Awarded Badges page displays all badges you have earned until that moment as a trophy wall of your accomplishments.

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