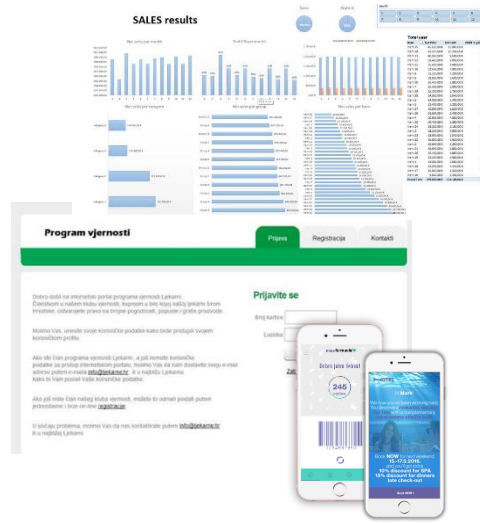




Gold Microsoft Partner

- Gold Application Development
- Gold Application Integration
- Gold Intelligent Systems
- Gold Midmarket Solution Provider
- Gold Hosting
- Gold Data Platform
- Silver Data Analytics
- Silver Collaboration and Content
- Silver Datacenter



KEY COMPONENTS

Our solution includes:

- Administration portal
- Client portal
- Central loyalty database
- DWH/BI reporting
- Web services for 3rd parties (POS, WEB, CRM)
- Mobile application
- Recommendation engine
- Location based marketing

LOYALTY PROGRAM SYSTEM

Along with the main goal of managing and securing the satisfaction of existing customers, the loyalty program helps clients in retaining the leading positions on the market for its respectable segments.

Also, additional business benefits of the system are in various product bundling options, direct insight into customer segments and therefore more precise targeting, custom reporting capability, etc.

Our loyalty program is used by:

- more than **175,000 users**
- almost **1.500 active shops** and
- produces more than **40.000 monthly invoices**

LOYALTY PROGRAM BENEFITS

Establish a loyalty program so that you can reward your customers and gather data about their interactions with your company.

Create custom reward schemas per product, quantity, sales location, manufacturer, and so much more...

Gain a 360 view of your customers!

- Gather customer data
- Improve customer engagement and interactions
- Establish your brand and attract new customers
- Increase up and cross-selling
- Create additional revenue streams
- Open new communication channels



CLIENT PORTAL

The central part of the loyalty program IT system consists of

Three levels of users

- Program members / buyers
- Authorized employees
- Administrator

Functionalities

- Registration and data overview
- Score points
- Product records
- Segmentation
- Manage scoring and award rules
- Overview of marketing actions and promotion
- Lost card and mini card
- Newsletter subscription



Customer Loyalty solution

Collecting and analyzing customer data is the core of increasing sales performance.

SERVICES WE PROVIDE



Software Development

User-friendly and effective web and mobile applications tailor-made to fit your size and business processes, built on Microsoft stack - in cloud or on-premise.



Data Management & Reporting

We enable you to make business decisions across the enterprise using scalable BI and Data Warehousing strategy, consistently delivering timely and accurate data.



Data Science & Machine Learning

Enhance product capabilities, improve interaction with customers, streamline business operations, and create predictive and precise business strategies using data-driven machine learning.



Digital transformation

Transform your enterprise using digital technologies and create new, improved business processes, culture, and customer experiences to meet everchanging business and market requirements.

SCORING AND AWARD RULES

Score points are collected in several different ways. The prerequisite is the purchase of a product that is in the scoring system. The rules for awarding points are divided into 3 categories:

1. **General rule:** <number> of <money> delivers <number> of points
2. **Member rule:** welcome, birthday, recommendation of another member
3. **Product rule:** brand, manufacturer, product group

Award rules:

1. **Financial rule:** For <number> of points the member receives a discount of <number>% on the amount of the receipt
2. **Material rule:** The <number> award is the product <product name>

A loyalty program discount on individual items of the receipt may be limited if the item is already in retail discount or its margin is lower than the discount.

In the case of multiple rules at the same time, the member is given the highest possible discount depending on the points earned.

REPORTING SYSTEM

Reporting done per

- Members, products, groups of products, manufacturers, point of sale, time of purchase, collected and spent points, realized discounts, realized income.

List of predefined reports includes

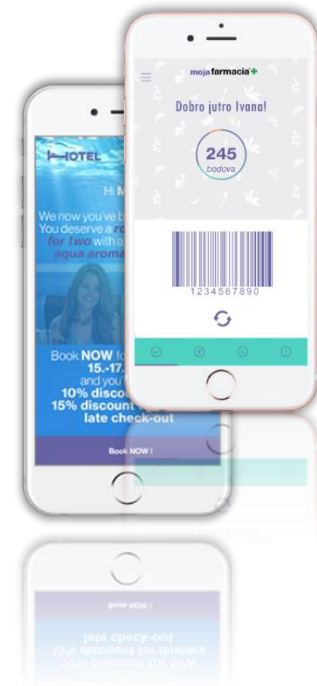
- Overview of sales by product
- Top 20 most wanted products
- Review of sales by members
- Review of earned and spent points by members
- Analysis of revenue by period and point of sale
- Review of the members activities
- Analysis of members revenue over time
- Analysis of members demographic structure
- Analysis of income by age structure

MOBILE APPLICATION

Mobile application for iOS and Android.

Functionalities

- Mobile card barcode
- Review of members score points status
- Review of news and actions
- Company / brand information
- Loyalty program information
- List of business branches



ADDITIONAL COMPONENTS

Customer Rankings:

- Define the rankings (gold, silver, and bronze buyers)
- Adjustable scoring and award rules

Integration with social networks

Location marketing

- Member location detection
- Notifications: welcome message, store actions, recommended points, reward points etc.

Marketing interface

- Segmentation (age, gender, customer activity, profitability), mail campaigns and mobile notifications

Recommendation engine

- Up-selling & cross-sell options