MAXXING PRESENTATION

01/04/2024

Our SaaS platform

Our real time omnichannel SaaS platform allows seamless and personalized customer experience based on transactional and emotional behaviors. Collect data from all your customer touch points and engage them more successfully. Empower both your sales and marketing teams with tools to face everchanging customer expectations!

Maxxing's international presence

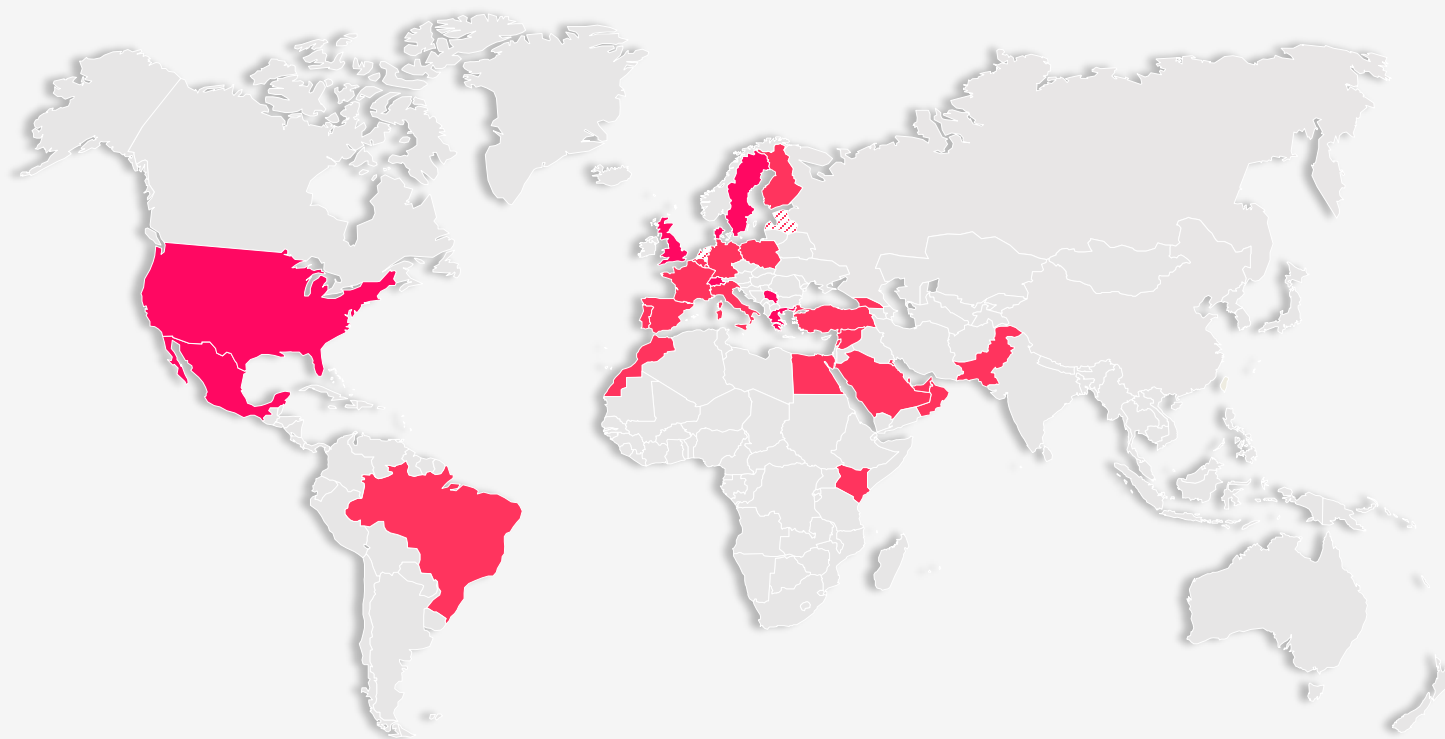**+35**
Countries

100.000.000
Loyalty customers

350.000.000
Confirmed Orders

> 4.500.000.000
API calls per year

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Our references

chronodrive

benefit
SAN FRANCISCO

TotalEnergies

SEPHORA

Carrefour

LVMH

LA REDOUTE

picard

STOCKMANN

B
BARRIÈRE

boulanger

OVS

BUT

Electroplanet

AM PM

Salsa

Carrefour

LuLu

MaxiCoffee

al tayer

MISTER AUTO

Ruinart
LA PLUS ANCIENNE MAISON
DE CHAMPAGNE

Supermarché
Coccinelle
Les courses comme j'aime

Le train

Marjane

vertbaudet

BZB

Maison
Francis Kurkdjian
Paris

ELARABY

Thermor

JULES

MOTOBLOUZ
#ENJOY THE RIDE

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Customer insight... for recognition

Online/Offline

Aggregate data coming from online and offline channels for a **360° view** of your customers.

Segmentation

Segmentation of the client database in homogeneous groups according to identical **behaviors & patterns**

Scoring

Test & learn to rate **offers** and **improve redemption rates**

Unique customer repository

A **common directory** for all channels

Targeting

Send the most **relevant offers** to **the right client** targets according to the data in the client database

Data

Data collection on customer habits, transaction history, offer appeal, etc.

Freedom to engage all customers

Offers directory

Unique repository for all offers, whether defined in Maxxing or 3rd party solutions (like ERPs)

Omnichannel

Omnichannel offers available across all marketing channels and delivers an elevated, seamless customer experience

Rule engine

A rule engine which creates a rich solution which allows the creativity of innovative and inventive offers

Real-time

Real-time earn and redemption secures offers for a better budget control

Offers

Local and national offers, as well as multi-country and multi-currency ones

Benefits

Immediate or deferred vouchers and discounts, physical or dematerialized coupons

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Rewards for engagement
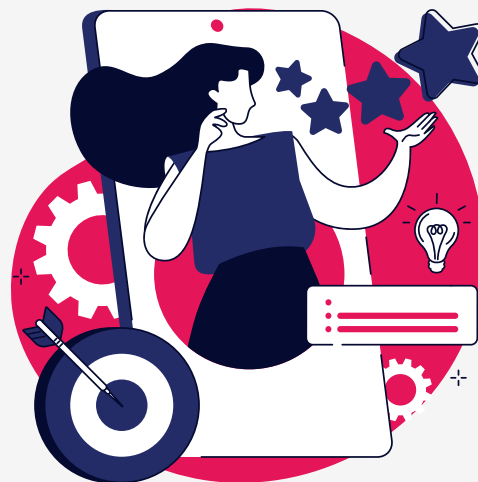
Loyalty program

Management of any type
of loyalty program

Tailored interactions

Offer customization for each customer,
channel, context, moment in the customer
journey the client is in

Customer insight

Retrieval and accumulation of customer
insight via their purchase history, sales they
are entitled to receive, point movements,
location, and more

Secured Earn/Burn

Earn and burn offers on all channels
according to different criteria. The validity
of the offers is unique to each customer.

Gamification

Badge collection, games, challenges,
lotteries, club memberships, customer
communities

Rewards

Points, cashback, loyalty check rewards

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A real-time **omnichannel** customer experience

Behavioural	Transactional	Emotional

WELCOME

Subscription,
Welcome Pack

PROFIL

Interaction based on
customer attributes

PURCHASING

Online
Offline

REWARDS

Item, basket,
brand, services

SHARE

Likes - Posts
Product reviews

MOMENTS

Birthdays,
challenges

RECOGNITION

Status
counters

INTERACTIONS

Visits – Mobil App
Tech enabled

COUPONS

Vouchers
Deferred rewards

PERSO

Favorite brand
targeted Offers

EVENTS

Private parties,
care advice

GIFTS

Products and
services offered

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Omnichannel customer experience in real time

MOBILE

Digital wallet and Apps

E-COMMERCE

Offers management

SOCIAL NETWORKS

Community Engagement

CAMPAIGN

Targeting and personalized offers

STORE

Earn and burn benefits

CALL CENTER

Offers Recommendations and Goodwill gesture

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Personalized promotions based on customer targeting

Import of external mass targeting

(e.g. Marketing automation campaigns)

Targeting calculation from Maxxing

(e.g. Anniversary date)

Targeting of a unitary customer account in real time from a third party application

(e.g. Web browsing)

Targeting of a unitary customer account in real time from the Maxxing engine

(e.g. Purchase of a product)

Personalized promotions according to customers' profile

Depending on the type of customer: Loyalty, Employee, Partner or the type of card (free, paid)

According to a segmentation /Marketing targeting imported in the solution (RFM, Scoring, ...)

Depending on the status of the customer (Gold, Silver, …)

According to a customer attribute (age, gender, interest, ...)

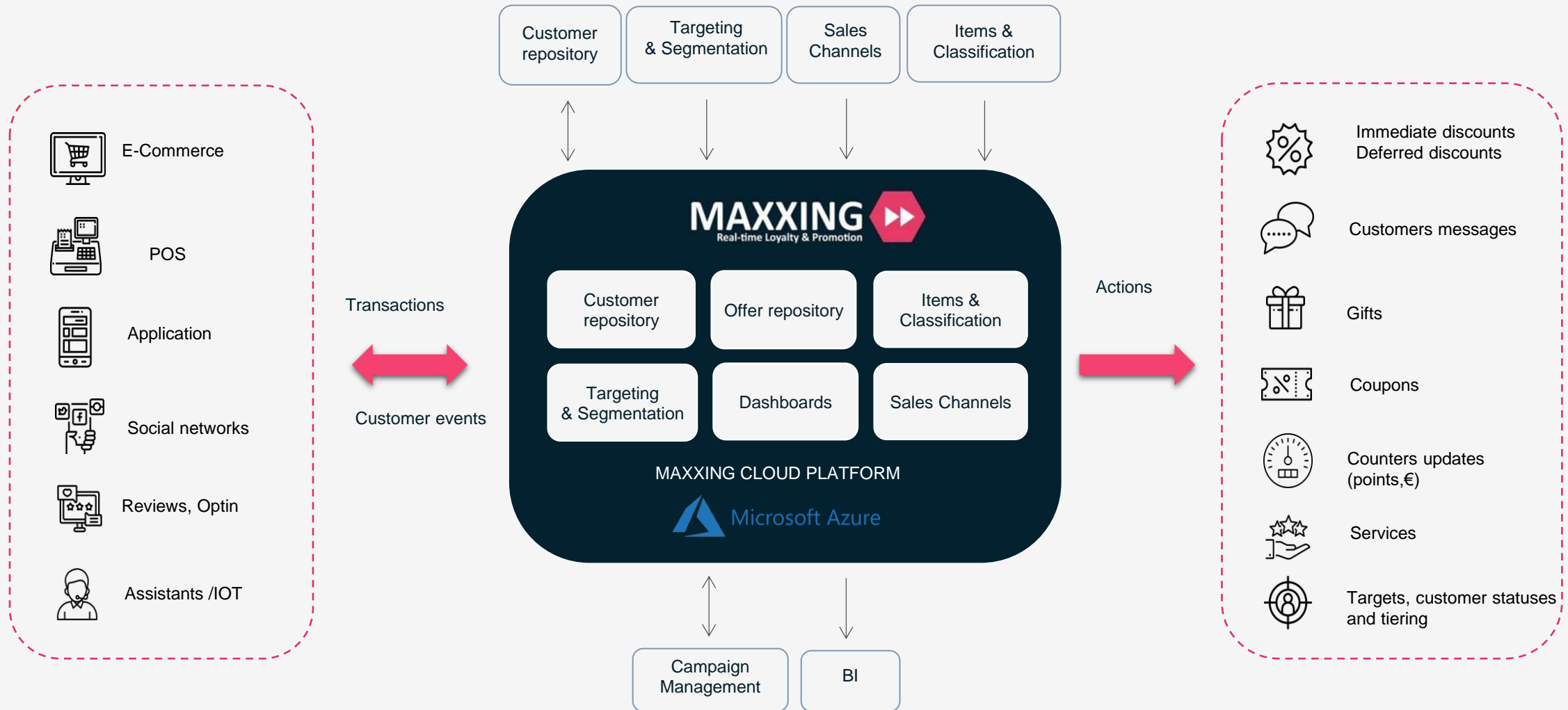According to a customer preference (brand/product/preferred department)

Following a customer counter (amount spent, number of visits, number of points, …)

By date (program registration, first purchase, welcome pack)

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A **centralized platform** for all channels

E-Commerce

POS

Application

Social networks

Reviews, Optin

Assistants /IOT

Transactions

Customer events

Customer repository

Targeting & Segmentation

Sales Channels

Items & Classification

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| Customer repository | Offer repository | Items & Classification |
| Targeting & Segmentation | Dashboards | Sales Channels |

MAXXING CLOUD PLATFORM

Microsoft Azure

Campaign Management

BI

Actions

Immediate discounts
Deferred discounts

Customers messages

Gifts

Coupons

Counters updates
(points,€)

Services

Targets, customer statuses
and tiering

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The power of our platform

Cloud	**Scalability**	**Reliability**	**Opening**
⬇	⬇	⬇	⬇

Collaboration with Microsoft Azure: scalable, secure and responsible cloud infrastructure.

A continuously improving solution: A minimum monthly release deployable at the customer's request

A robust solution offering:
- Self-scaling
- High availability
- Backups
- Multizone

A 100% API solution: Seamless integration, maximum flexibility and scalability

Microsoft Azure

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SaaS Services

SUPPORT AND MAINTENANCE

- A support service adapted to your needs
  - Standard (5/7 - 9/17)
  - Standard + (6/7 - 8/19)
  - Premium (7/7 - 24/24)
- A strong commitment on our SLA
- A CSM available for you

HOSTING AND SECURITY

- Referent cloud provider (AZURE)
- Partitioning of each instance
- High availability
- Synchronization on a second data center
- Automatic scalability

SUPERVISION AND OPERATION

Services available 24/7:
- Monitoring of infrastructure and service availability
- Control of response times, KPI & SLA
- Backup control
- Deployment of infrastructures
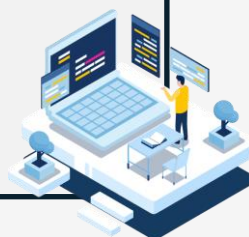
CONTINUOUS INTEGRATION

- Automated test factory
- Technical and functional evolutions
- Performance optimization
- Update of security vulnerabilities & legal standards
- Application corrections

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