POBUCA

CX & Loyalty
for Brands & Retailers

Facts & Figures

Employees
110

Pobuca Experience Cloud
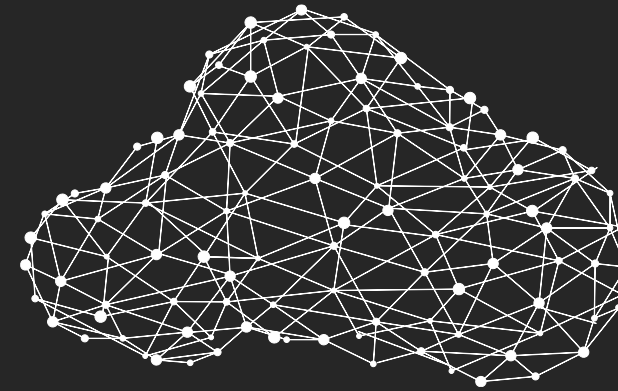
Revenue
€5M

€7M investments in

Pobuca software & AI

Microsoft Dynamics 365 | Office 365 | Microsoft Azure | Gold Microsoft Partner Microsoft | Microsoft Partner 2011 & 2016 Greece

Global presence

Local offices

UNITED KINGDOM, GREECE, ARGENTINA, DUBAI

Partners in

ROMANIA, POLAND, CYPRUS

Customers in 37 countries

AUSTRALIA, BARBADOS, BELGIUM, BULGARIA, CANADA, CHILE,
CYPRUS, CZECH REPUBLIC, DENMARK, ESTONIA, FRANCE,
GERMANY, HONG KONG, HUNGARY, ICELAND, INDIA, IRELAND,
ITALY, KENYA, KUWAIT, MALDIVES, MARSHALL ISLANDS,
NETHERLANDS, P.R. CHINA, PORTGAL, REPUBLIC OF
MALDIVES, RUSSIA, SINGAPORE, NOTHERN MACEDONIA,
SOUTH AFRICA, SWEDEN, SWITZERLAND, THAILAND, UNITED
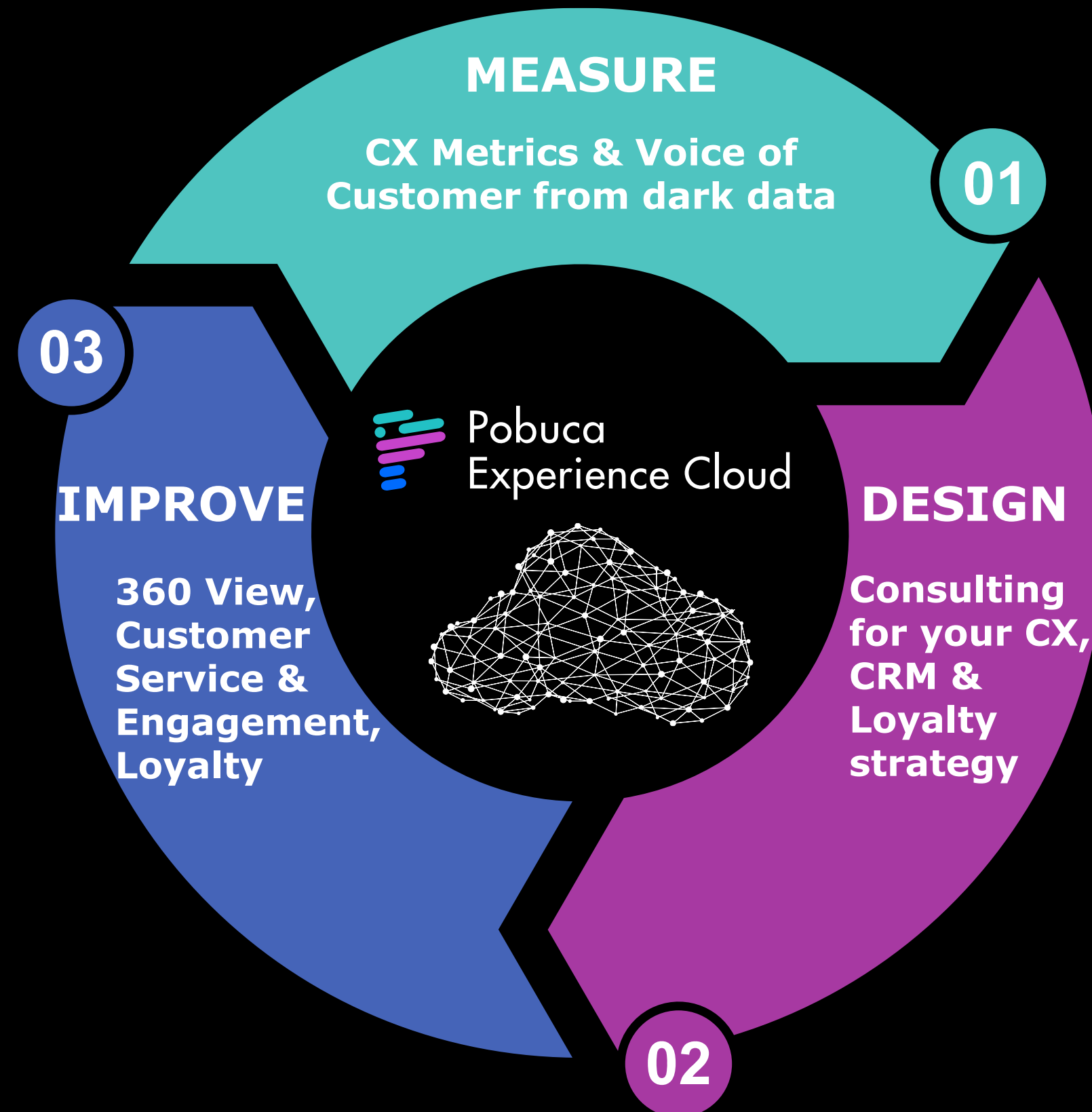ARAB EMIRATES, UNITED KINGDOM, UNITED STATES

YOUR GROWTH. OUR RESPONSIBILITY.

Why with Pobuca

Turn-key CX, CRM and Loyalty projects

MEASURE

CX Metrics & Voice of Customer from dark data

01

DESIGN

Consulting for your CX, CRM & Loyalty strategy

02

IMPROVE

360 View, Customer Service & Engagement, Loyalty

03

Pobuca Experience Cloud

YOUR GROWTH. OUR RESPONSIBILITY.

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We design your CX Strategy

Create the solution that best addresses your needs

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Loyalty Design Services

1
Loyalty plan fundamentals

Corporate objectives

Customers needs

Best Practices/ Modern trends

2
Solution characteristics

Tiers/Benefits

Personas/Profiles

Suggestions for affiliates & benefits

3
Processes

Registration

Reward

Redemption

Support

4
Success factors & metrics

KPIs

Metrics

ROI Analysis

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Know your customers

360º Customer view

CUSTOMER DATA PLATFORM (CDP)

GDPR Compliant

PREDICTIVE ANALYTICS

Recommendations & Scoring

CUSTOMER SEGMENTATION

Buying Behaviour
(offline - online)
Online Behaviour
Campaign & Survey responses

CUSTOMER SERVICE

Contact forms
Call center dialogues

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Engage your customers

Create personalized experiences

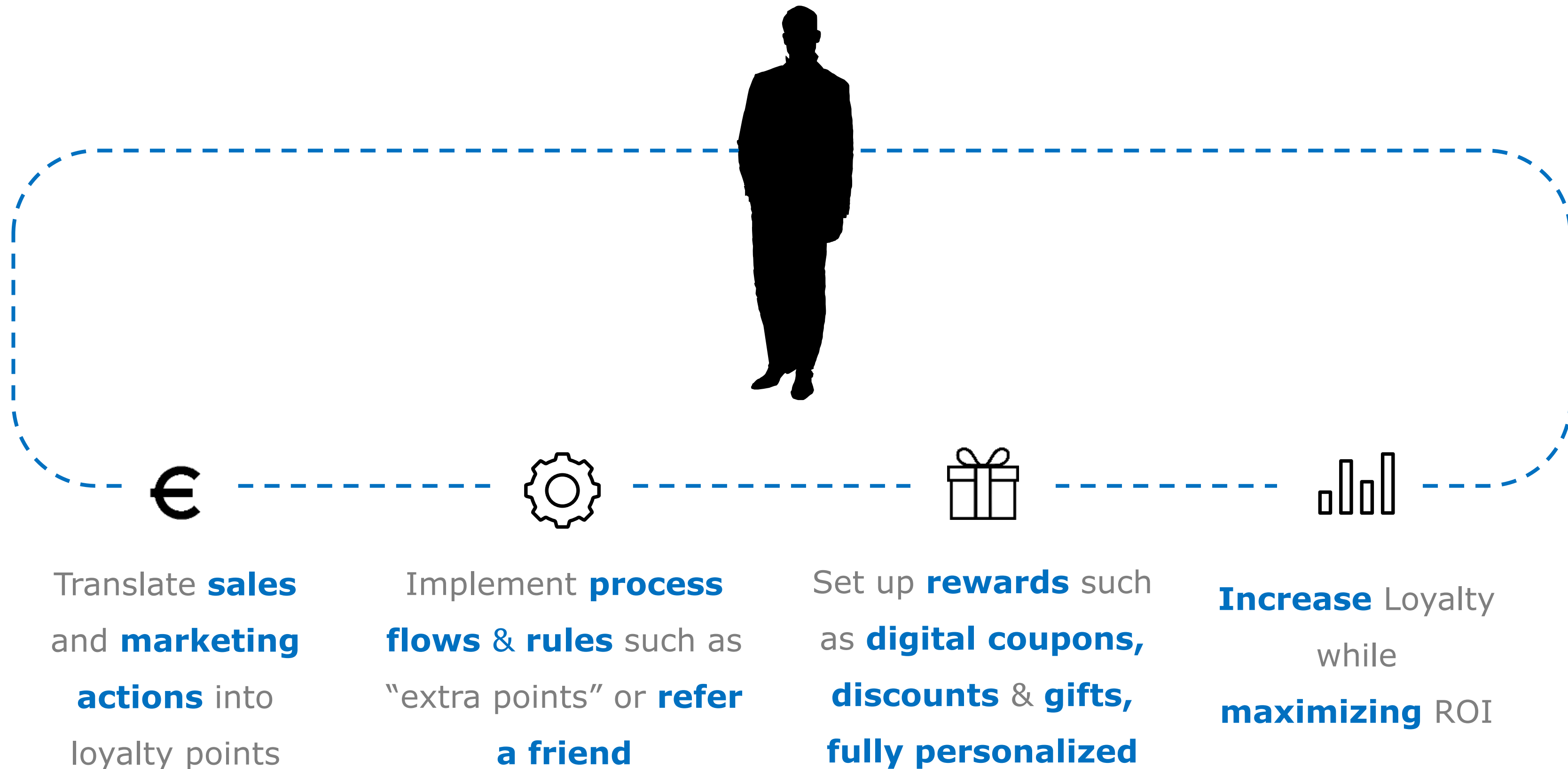and grow your business.

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Engage your customers

What

- Omni channel campaigns
- Fully personalized content
- Ad-hoc & triggered campaigns

How

- Real time execution
- Location based
- Proximity marketing (GPS, Wi-Fi, Beacons)

Email, SMS, Viber, push (mobile, web), FB messenger

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Reward the loyal customers

Translate **sales** and **marketing actions** into loyalty points

Implement **process flows** & **rules** such as "extra points" or **refer a friend**

Set up **rewards** such as **digital coupons, discounts** & **gifts, fully personalized**

Increase Loyalty while **maximizing** ROI

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Our solution: Loyalty

Various Loyalty Types	Loyalty processes	Coupon management	Additional functionality	Reporting & Analytics
Point & Tier Programs	Registration (instore, online, social media login)	Flexible (value, %)	Proximity (beacons, wi-fi, gps)	Real time ROI achievement
Discount Programs	Omni-point collection	Offers (1+1, free items, bundles)	Digital & Physical cards	Member related analytics
Rebate / Cashback	Redemption (coupons & gifts)	Basket rules & prerequisites	Apple Wallet / Google Wallet	Transaction analytics
Club or Affiliates oriented	Experiential rewards	Combination rules	Gamification & Badges	Product recommendations
Multi-brand	Expiration of points	Available for store & e-shop	Digital Marketplace of rewards	Customer segmentation

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Technologies for a Seamless CX

Card linking

Receipt scanning

QR scanning

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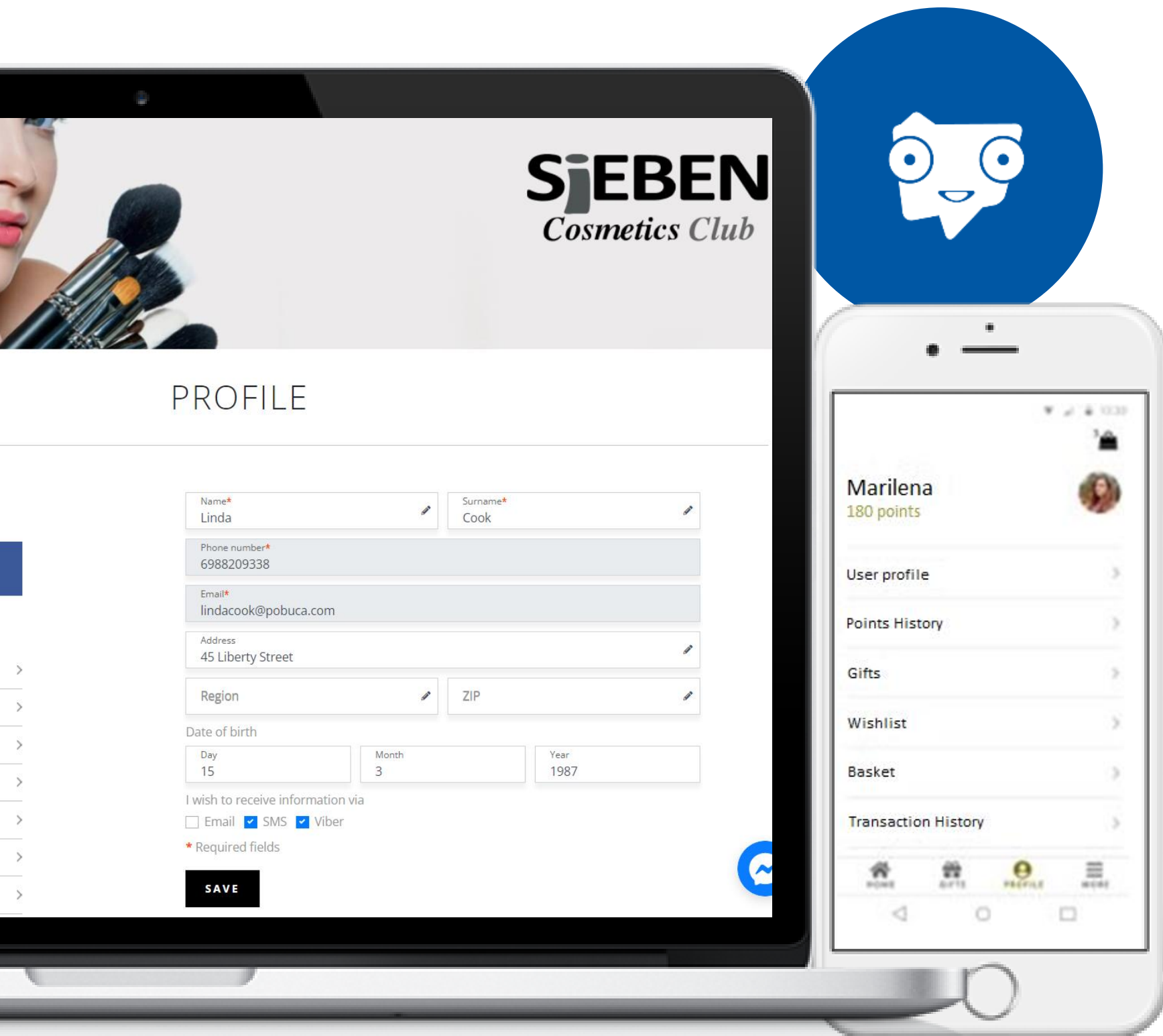
Customer touchpoints

Microsite – Mobile App - Chatbot

Allow your customers to:

- ✅ Manage their profile & preferences

- ✅ Receive personalized offers & coupons

- ✅ Access their history

  (transactions, campaigns, etc.)

GDPR Compliant

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Store/Partner's portal

Offer your B2B partners a portal, to view customer information and perform certain actions.

Allow your partners to:

✓ View customer details,

   with limited information if needed

✓ Edit customer's information

✓ Manually burn coupons

✓ Confirm discounts & offers

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Redeem in Multiple partners

Offer your customers different rewards based on their preferences.

Allow your loyal customers to:

- ✓ Enter a **digital marketplace of rewards** from different available partners

- ✓ Select their preferred rewards

- ✓ Redeem their points however they like

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Access actionable insights

Basic Insights

Campaign performance

Surveys reporting

Loyalty performance

Web analytics

Advanced Insights

Segmentation
RFM & Behavioral analysis

ROI & Fraud Analysis

Basket Analysis

Machine Learning Insights

Product Recommendation
Cross-sell, next best action

Churn analysis

Early detection of VIP
Up-sell

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After sales services
Guiding & supporting your team

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Operational outsourcing

01 Loyalty Program evaluation
KPIs monitoring and quarterly reporting

02 Creation of targeted campaigns
(content & communication strategy)

03 Ad-hoc Campaigns
Implementation & performance monitoring

04 Advanced Customer Analytics
Cross sell, Up sell, Churn analysis, Customer segmentation

05 Affiliates & Gifts
Communication & gifts management

YOUR GROWTH. OUR RESPONSIBILITY.

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Our customers

4m customers

3 countries

Greece, Cyprus, Bulgaria

"Pobuca optimized our customer journey increasing satisfaction and loyalty"

IKEA®

MEASURE
CUSTOMER EXPERIENCE

✓ Analyze customers' feedback from every touchpoint

✓ Listen to the Voice of Customer with AI

✓ Advanced Customer Analytics (Segmentation, Product Recommendation, Churn analysis)

DESIGN
CRM & LOYALTY STRATEGY

✓ Optimize the Customer Engagement strategy

✓ Loyalty program ROI

✓ Marketing managed services for CX & Loyalty execution

IMPROVE
CX & LOYALTY

✓ Customer Data Platform (CDP) that offers a 360^0 view of customer

✓ Personalized campaigns based on AI analytics

✓ Loyalty program for individuals and businesses

✓ Omni-channel Customer Service

YOUR GROWTH. OUR RESPONSIBILITY.

POBUCA

550K
customers

5 countries
Greece, Cyprus, Bulgaria, Romania, Turkey

INTERSPORT

" We can now provide our customers with a unified customer experience in every interaction "

MEASURE
CUSTOMER EXPERIENCE

✓ Insights & KPIs (Loyalty KPIs, Basket analysis)
✓ Advanced Customer Analytics (Segmentation, Product Recommendation, Churn analysis, Early VIP detection)
✓ Free plan (customers' feedback analysis from every touchpoint, comparison with industry benchmarks)

DESIGN
CRM & LOYALTY STRATEGY

✓ Loyalty Program Design
✓ Optimize the Customer Engagement strategy
✓ Loyalty program ROI
✓ Marketing managed services for CX & Loyalty execution

IMPROVE
CX & LOYALTY

✓ Customer Data Platform (CDP) that offers a 360^0 view of customer
✓ Personalized campaigns based on AI analytics
✓ AI-powered knowledge base
✓ Unified Customer Service

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100K

customers

Greece

everest

" Pobuca helped us build a loyalty scheme & obtain an omnichannel approach with our customers"

MEASURE
CUSTOMER EXPERIENCE

✓ Insights & KPIs (Loyalty KPIs, Basket analysis)

✓ Advanced Customer Analytics (Segmentation, Product Recommendation, Fraud analysis)

✓ Free plan (customers' feedback analysis from every touchpoint, comparison with industry benchmarks)

DESIGN
CRM & LOYALTY STRATEGY

✓ Optimize the Customer Engagement strategy

✓ Loyalty program ROI

✓ Marketing managed services for CX & Loyalty execution

IMPROVE
CX & LOYALTY

✓ 360^0 view of customer through integration with POS, e-commerce & mobile

✓ Omni-channel campaigns

✓ Machine learning profiling & product recommendations

✓ Loyalty & CX optimization through digital touchpoints

✓ Gamification

✓ Store portal

YOUR GROWTH. OUR RESPONSIBILITY.

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10K customers

4 countries
Greece, Bulgaria, Romania, Hungary

Schneider Electric

MEASURE
CUSTOMER EXPERIENCE

- ✓ Loyalty Insights & KPIs
- ✓ Customer Analytics
- ✓ Advanced Customer Analytics (Segmentation)

DESIGN
CRM & LOYALTY STRATEGY

- ✓ Optimize the Customer Engagement strategy
- ✓ E-learning & Training

IMPROVE
CX & LOYALTY

- ✓ Customer Data Platform (CDP) that offers a 360^0 view of customer through integration with multiple retail stores
- ✓ Personalized gift-shop based on AI analytics
- ✓ Omni-channel campaigns
- ✓ Loyalty & CX optimization across all touchpoints

YOUR GROWTH. OUR RESPONSIBILITY.

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70K customers

Greece

"Pobuca gave us the tools & insights to better understand our customers' behavior"

Levante Ferries

MEASURE
CUSTOMER EXPERIENCE

✓ Customer Analytics (passengers' travel behavior tracking & analytics)

DESIGN
CRM & LOYALTY STRATEGY

✓ Optimize the Customer Engagement strategy
✓ Reporting

IMPROVE
CX & LOYALTY

✓ Customer Data Platform (CDP) that offers a 360^0 view of customer through integrations with various 3rd party systems
✓ Omni-channel campaigns
✓ Marketing automation based on customer profiling

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400K customers

Greece

CX Project

ZéniΘ

Consulting
- ✓ Business Consulting services to redesign functions and suggestions for optimal implementation

Implementation
- ✓ D365 Cloud & Pobuca Platform implementation for 360o customer view

Interfaces
- ✓ Migration
- ✓ Integration with ERP, Call center, external Portals etc

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Automotive

400K customers

CUSTOMER SERVICE

CUSTOMER ENGAGEMENT

LOYALTY

KOSMOCAR

FEATURES

- Implementation of the CRM & Loyalty platform
- Member registration in the microsite
- Integration with transit systems
- Tool for sending automated service reminder campaigns
- Mechanism for collecting/ redeeming points based on rules
- Mechanism for personalized & omnichannel campaigns, ad-hoc or triggered
- Outsourcing of loyalty & campaigns

OBJECTIVES

- **Improve customer service**
- **Engage with the customers**
- **Reward the Loyal customers**

Automotive

400K customers
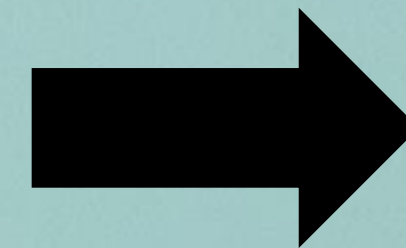
SALES — CUSTOMER SERVICE — CUSTOMER ENGAGEMENT

FEATURES

- Implementation of Dynamics 365 for Sales & Customer service
- Integration of the Microsoft cloud-based business application platform, combining CRM components with productivity applications and artificial intelligence tools for sales force automation and optimized customer service Member registration in the microsite
- Implementation of Pobuca Campaigns and Marketing

OBJECTIVES

- Optimize the customer engagement per brand
- Personalized Customer Service
- Omnichannel experience

Measure your
CX & Loyalty

cx.pobuca.com

Thank you!

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