Enhance Loyalty Program Efficiency with Malcom Loyalty Solution
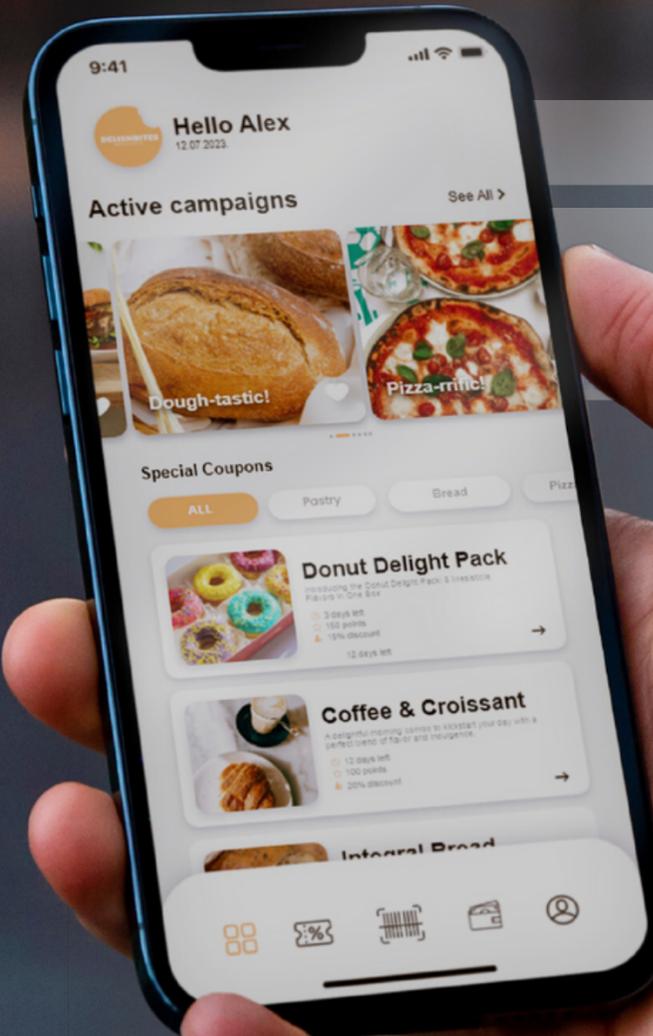
Simplify Loyalty Management

Boost Your Business Growth

Engage Customers

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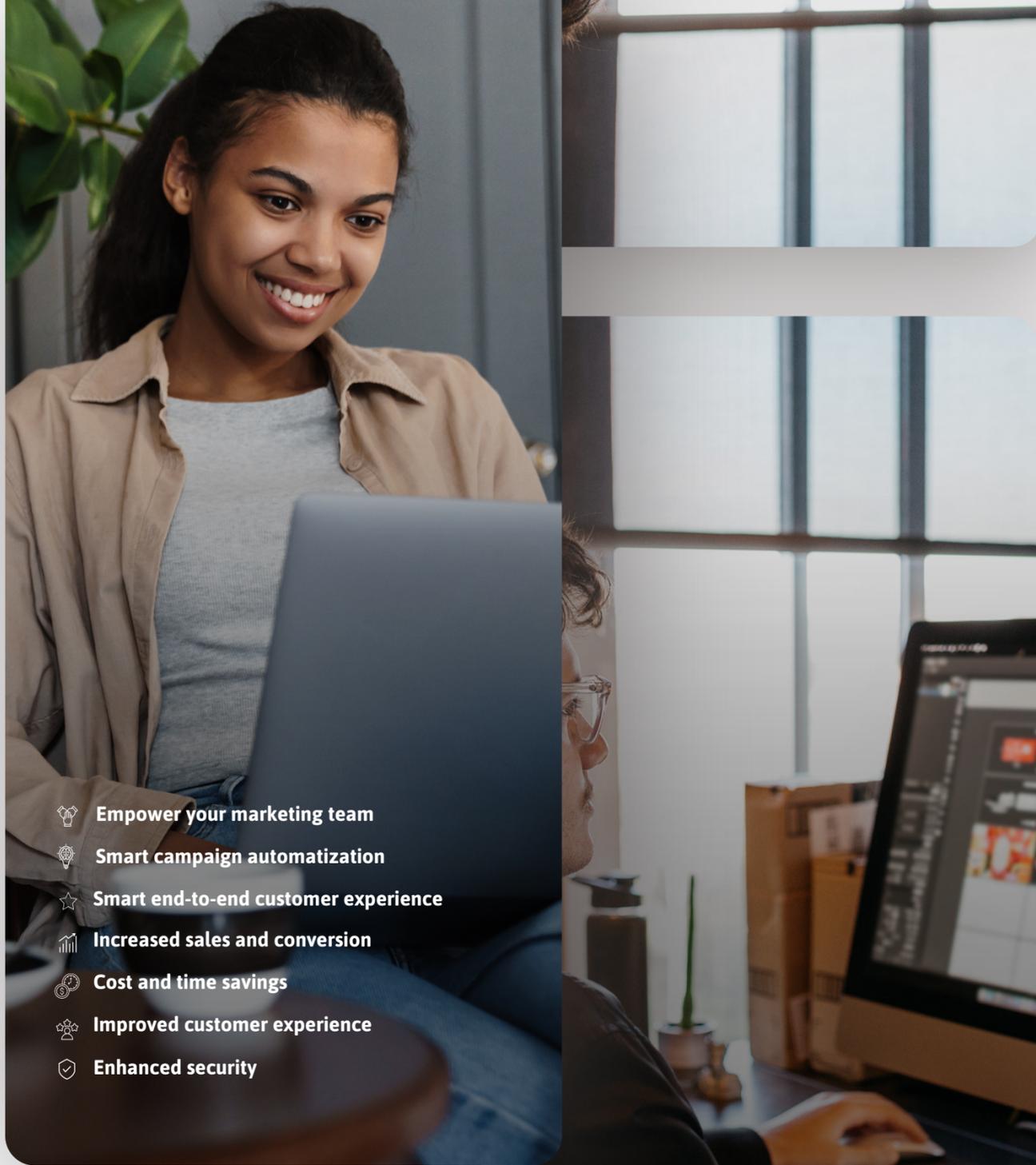
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Meet Malcom, Best Companion for Business Success

Malcom is an advanced mobile wallet solution that goes beyond simple payment processing. It offers a comprehensive set of features to empower businesses in understanding their customers, enhancing marketing efforts, and building strong loyalty programs.

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- Empower your marketing team
- Smart campaign automatization
- Smart end-to-end customer experience
- Increased sales and conversion
- Cost and time savings
- Improved customer experience
- Enhanced security

- ✓ Personalization
- ✓ Agile Operations
- ✓ CRM Integration
- ✓ Marketing Campaign Management
- ✓ BI Analytics
- ✓ Loyalty Programs

Customer Management

Malcom's customer management dashboard simplifies the onboarding process for businesses. It enables quick and efficient capture of customer information, allowing merchants to initiate tracking of the customer journey right from the start.

Marketing and Campaign Management

Malcom's marketing module enables businesses to effortlessly create, send, and track email campaigns. With customizable templates, closed-loop reporting, and micro audience segmentation, businesses implement targeted strategies. Connect via email, SMS, and social media for consistent, engaging communication.

Loyalty Module

Malcom's loyalty module offers customizable loyalty programs with engaging scenarios, point thresholds, and visually appealing coupons. Real-time notifications keep customers engaged, while mobile apps provide seamless enrollment, exclusive offers, and transaction tracking for enhanced satisfaction.

With features like personalized experiences, agile operations, and powerful analytics, Malcom enables merchants to deliver exceptional customer experiences, increase sales, and foster long-term customer loyalty.

Mobile Coupons

Provide your customers with a special offer on their birthday with a coupon sent directly to their mobile device.

Deals

Encourage previous customers, who have not made a purchase within a specified time period, to return by offering special deals to this subset of customers.

Discounts Increase

Provide your customers with a special offer on their birthday with a coupon sent directly to their mobile device.

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MALCOM FOR BUSINESSES - LOYALTY MODULE

Build Trust and Foster Customer Loyalty: Create and Execute Successful Loyalty Programs

Malcom helps businesses build trust and loyalty by delivering personalized experiences, relevant offers, and timely rewards. With customizable point selection scenarios, businesses can tailor loyalty programs to different customer segments.

Real-time statistics provide insights for program optimization. Integrated payment options ensure secure and convenient transactions. Malcom prioritizes security with strong authentication and fraud detection.

The loyalty solution offers seamless enrollment, exclusive offers, point tracking, and a personalized platform for customer-business interaction. Personalization and real-time mobile connections based on customer data create engaging experiences.

Revolutionize Customer Loyalty with Our Tailored Solution

Our customer loyalty solution can be customized and adapted to suit the specific requirements of different businesses, ensuring its effectiveness and applicability across various industries.
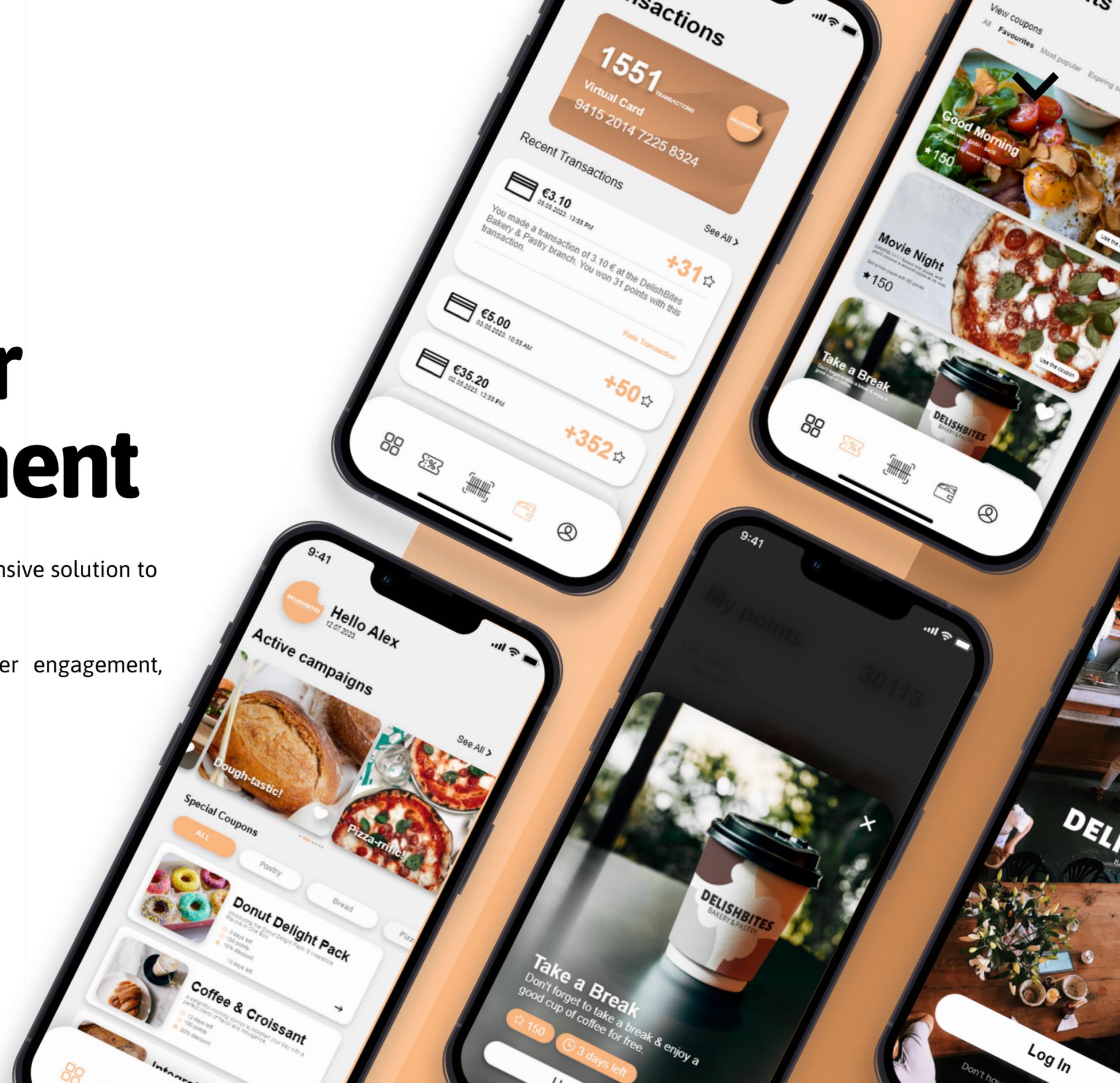
While we will be using a bakery and pastry shop as an example to demonstrate the functionality of the loyalty solution, it's crucial to note that our loyalty solution is not restricted to any specific industry or business size. The versatility of our app ensures its effective utilization by businesses across various industries, regardless of their scale or sector.
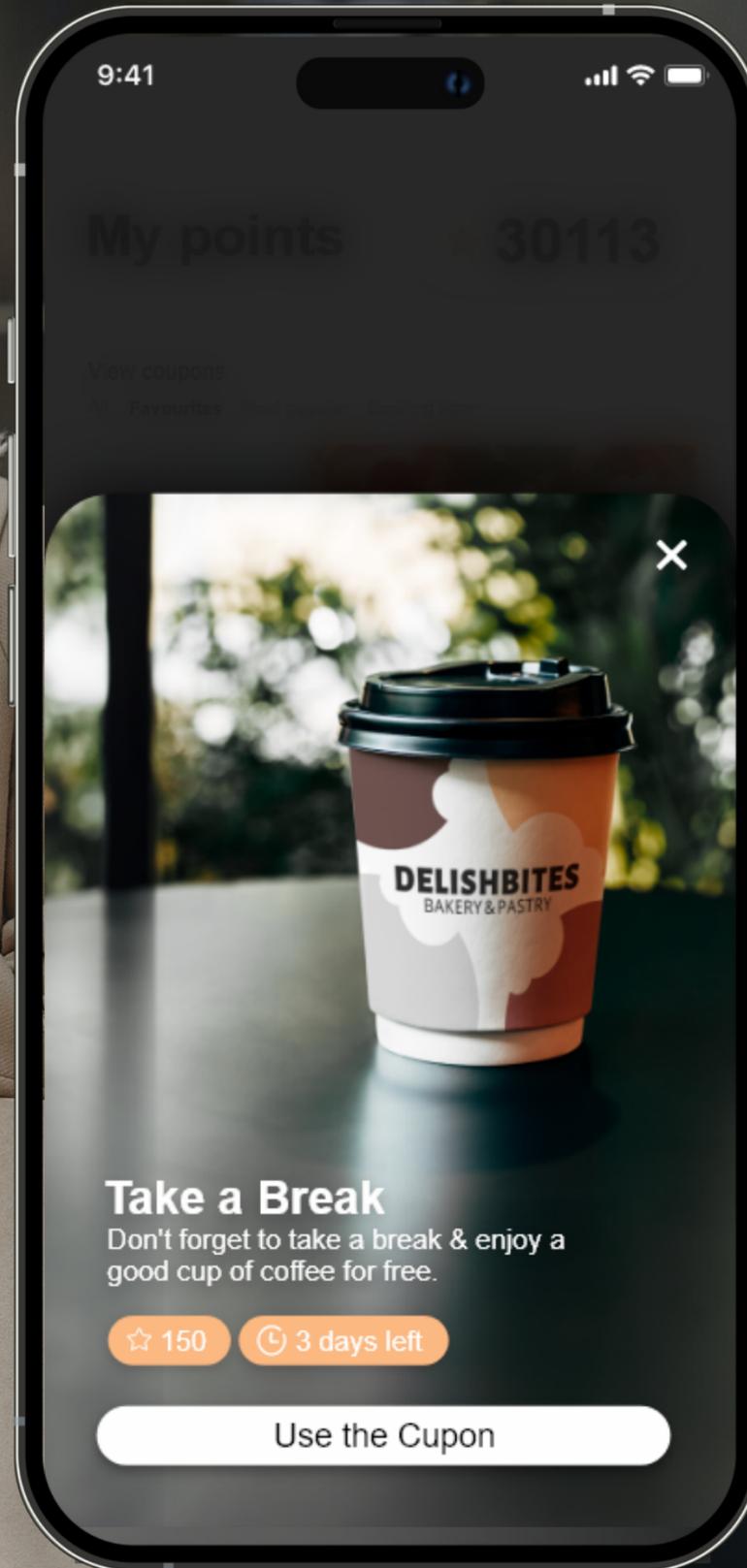
malcom
Loyalty Solution

Simplify Customer Loyalty Management

○ Our **Customer Loyalty Application** offers businesses a comprehensive solution to streamline their loyalty programs.

○ With our **tailored solution**, businesses can enhance customer engagement, increase customer retention, and drive repeat business.

KEY BENEFITS

Unlock the Power of Customer Loyalty

My points — 30113

Take a Break
Don't forget to take a break & enjoy a good cup of coffee for free.
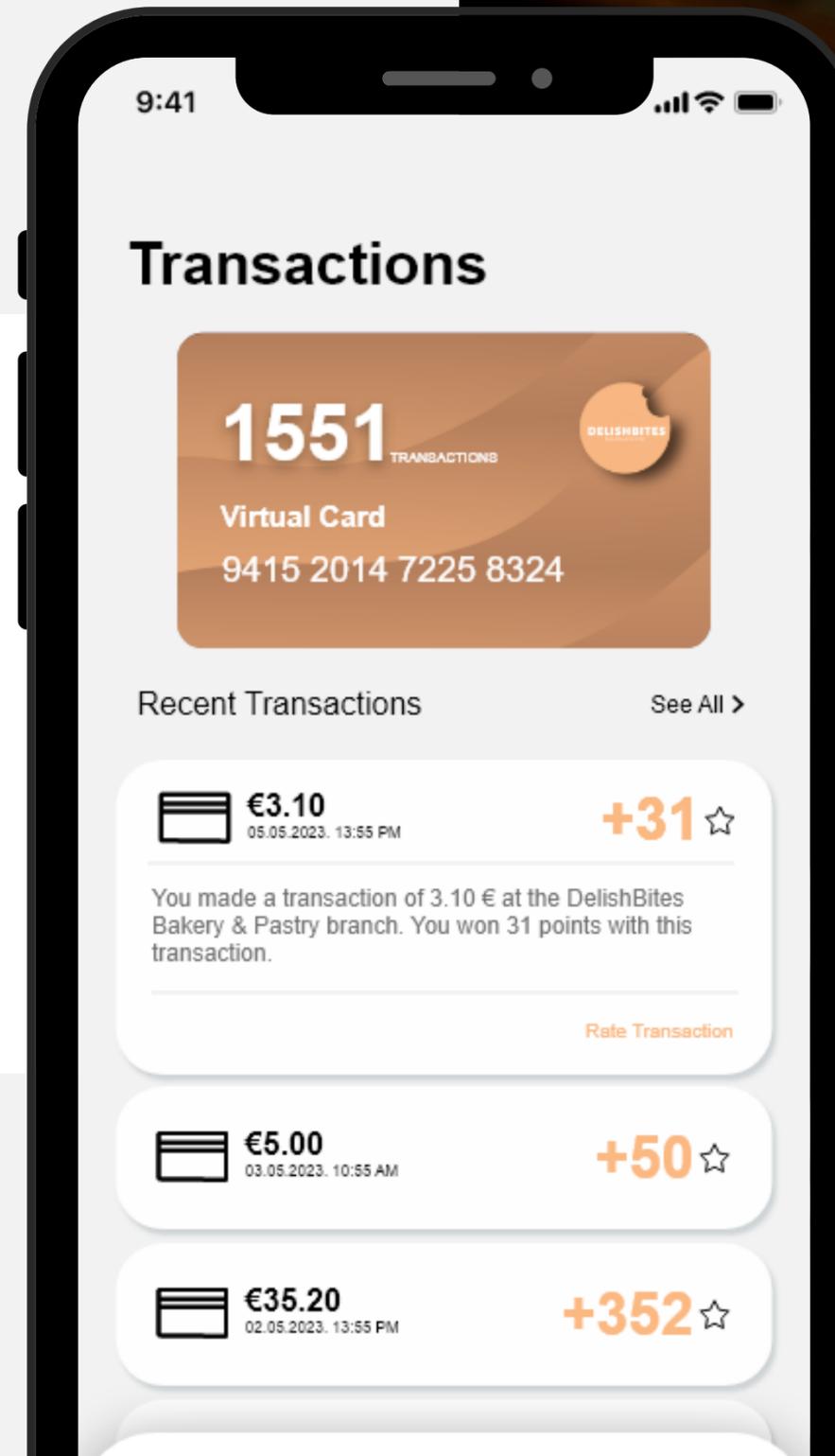
⭐ 150   🕐 3 days left

Use the Cupon

○ Increase customer satisfaction and loyalty by rewarding their continued support.

○ Gain valuable customer insights through data analytics, helping you understand customer preferences and behavior.

○ Build stronger relationships with customers through personalized offers and rewards.

○ Encourage customer advocacy and word-of-mouth marketing by providing exceptional loyalty experiences.
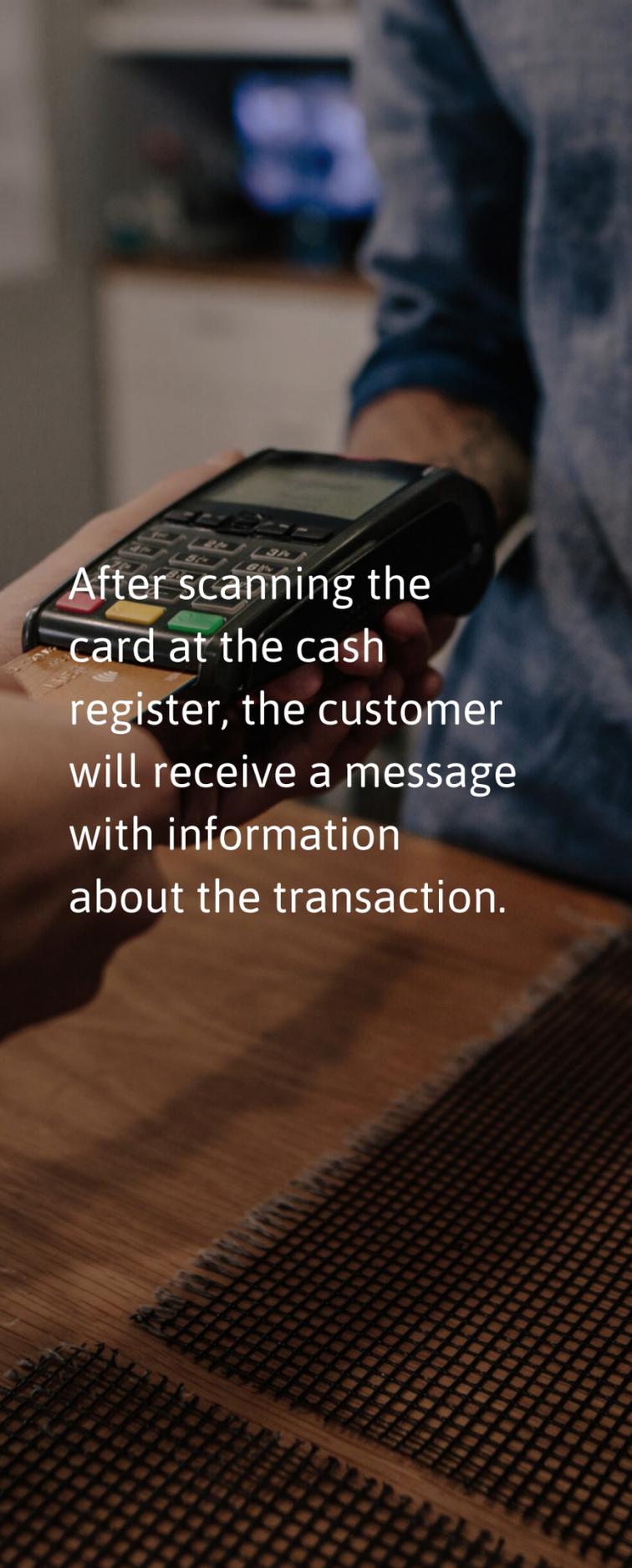
What Our Solution Offers

- **Customizable loyalty program** management empowers businesses to design and modify loyalty programs according to their specific business goals.

- Points tracking and redemption system for seamless management of **customer rewards**.

- Integration with existing systems such as point-of-sale (POS) or e-commerce platforms for **effortless tracking** and redemption across multiple channels.

- **Real-time notifications** to customers, keeping them informed about their points balance, rewards, and exclusive offers.

- **Gamification** elements to make the loyalty experience interactive and fun for customers.

- **Personalization capabilities**, enabling targeted offers and recommendations based on customer preferences and behavior.

After scanning the card at the cash register, the customer will receive a message with information about the transaction.
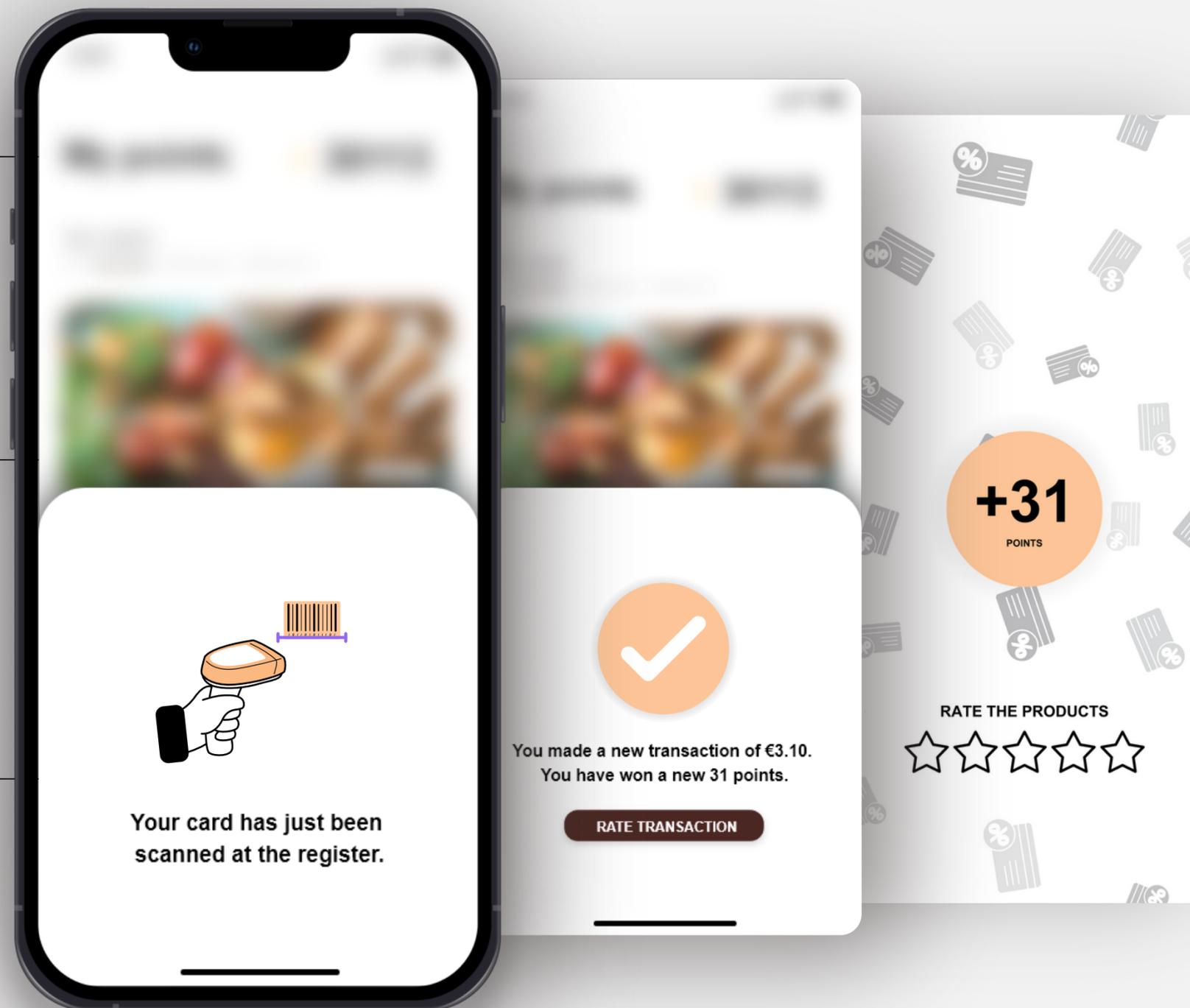
Instant Transaction Confirmation

Customers receive immediate confirmation that their transaction has been successfully completed. This provides peace of mind and reassurance that their payment has been processed.

Transaction Details at Fingertips

The message contains detailed information about the transaction, including the purchase amount, date, and location. Customers can easily refer back to this information for their records or future reference.

Enhanced Transparency

By receiving a transaction message, customers have a clear record of their purchases. This helps in tracking expenses, budgeting, and managing personal finances effectively.

Your card has just been scanned at the register.

You made a new transaction of €3.10.
You have won a new 31 points.

RATE TRANSACTION

+31
POINTS

RATE THE PRODUCTS
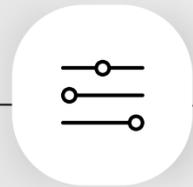
Campaign management

Real-time analytics is a crucial feature of our loyalty app management solution. It empowers businesses with valuable insights and allows them to make informed decisions regarding their loyalty campaigns.

○ **Immediate Feedback:** Real-time analytics provides instant feedback on the performance of loyalty campaigns, allowing businesses to gauge their effectiveness and make adjustments if needed.

○ **Personalization Opportunities:** Real-time analytics allows businesses to track customer behavior and preferences in real-time. This data can be used to create personalized offers and recommendations, enhancing the customer experience and increasing engagement.

○ **Agile Decision-Making**: Real-time data enables businesses to make agile and data-driven decisions. They can quickly respond to market trends, adjust campaign strategies, or introduce new offers based on the insights derived from real-time analytics.

○ **Campaign Optimization:** By monitoring real-time data, businesses can identify which campaigns are generating the most engagement and adjust their strategies accordingly. This optimization ensures that resources are allocated effectively to maximize results.

○ **Timely Interventions:** With real-time analytics, businesses can identify any issues or bottlenecks in their loyalty program promptly. They can address concerns, resolve customer queries, or provide immediate support, ensuring a smooth and positive customer experience.

○ **Performance Monitoring:** Real-time analytics provides a live overview of loyalty program performance, including metrics such as customer engagement, redemption rates, and ROI. This enables businesses to track progress, set benchmarks, and measure the success of their loyalty initiatives.

- Leverage the **data** collected through our solution's **analytics dashboard** to gain valuable **insights** into customer behavior and preferences.

- Make informed business decisions based on **data-driven insights**, optimizing your loyalty program and marketing strategies.

Seamless **Customizable** **Engaging** **Data-driven** **Scalable** **Innovative**

About us

QSS is an experienced IT solution provider offering cloud services, software development, and system integrations. We specialize in customized cloud-native software for demanding clients across various industries. QSS is committed to innovation and sustainability, demonstrated by twin transition solutions that improve resilience and reduce carbon footprint, benefiting the environment.

Team of software developers and IT professionals and experts

Two own modern cloud data centers

Designing, developing, implementing, deploying, and providing support

1000+ successful projects, resulting in the satisfaction of over 500 clients

OUR MISION

Our mission is to inspire organizations to improve and secure their business using our innovative IT solutions, either on-premise, in our or third-party Cloud.

Corporate & Social Responsibility

Code of Conduct

Customer-First Focus

Strong Community of Members and Partners

OUR PEOPLE

Our team of experts possess unmatched expertise and domain knowledge in software development, data analytics, cloud computing, cybersecurity, AI, and machine learning.
We deliver innovative solutions that cater to our client's specific needs, backed by the latest industry trends and best practices.
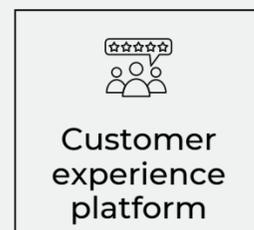
WHAT WE OFFER

➔ Bespoke Software

➔ Business and Advanced Analytics

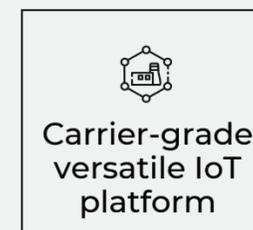➔ Cloud Solutions

➔ Managed Services

OUR PRODUCTS

QSS Cloud offers a range of IaaS, PaaS, and SaaS services that can be hosted in QSS Cloud, customer's infrastructure, or a Hybrid Cloud.

Digital banking platform

Customer experience platform

Carrier-grade versatile IoT platform

GLOBAL PARTNERSHIPS

Microsoft   VERITAS   IBM   hp   MINIO   ORACLE   Symantec

vmware   Check Point   FALCONSTOR   Adobe   veeAM   cisco   Red Hat

COMPETENCIES AND CERTIFICATES

Microsoft Partner   IBM Silver Partner   Red Hat Ready Business Partner   ORACLE Gold Partner   CISCO Partner Gold Provider   vmware Partner Connect

Get Started with **Malcom Loyalty Solution**!

Join leading businesses in revolutionizing customer loyalty with our tailored solution.

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