



Make friends with your customers

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*80% of income comes from
20% loyal customers*

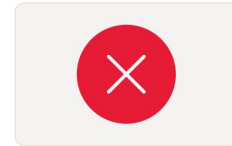
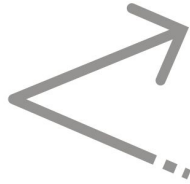
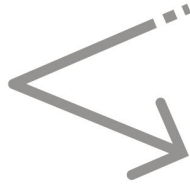
How many cards do you carry in your wallet?

Customers either:

- Collect discount cards, and often all cards do not fit into the wallet;
- Do not fill out questionnaires and do not carry plastic cards.

But every visitor wants:

- To be recognized and served as a loyal customer
(even when they have forgotten the card at home or have no place in their wallets);
- Personalized communication, attention, friendship.



How to build relationships with a customer?

How to establish friendship with the customer?

How to collect and segment your customer base?

How to conveniently communicate with the customer?

How to save on discounts?

How to attract new customers?

How to attract customer's friends?

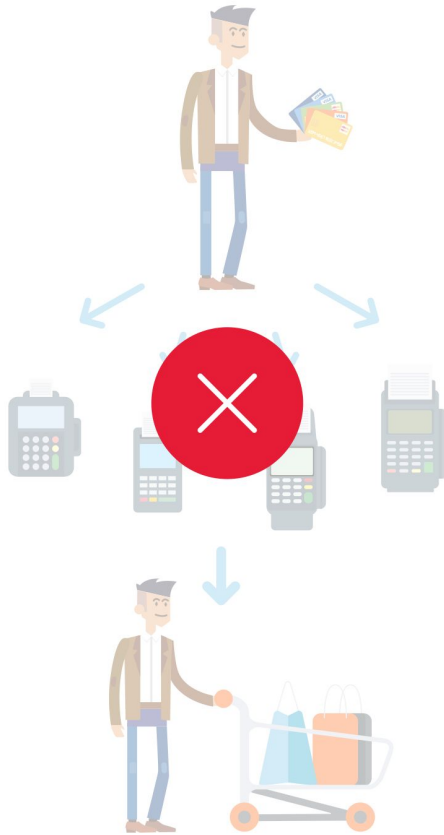


inCust method:

Without plastic cards

Without spending on equipment and software

Without time expenses



inCust secret sauce ingredient 1/3

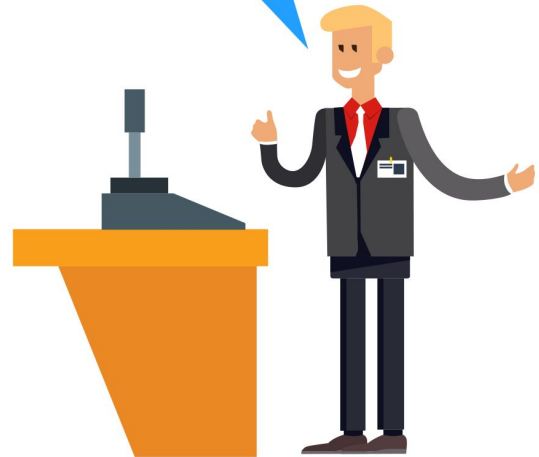
Phone number is a customer's e-card

- Instant connection of new customers to the loyalty program
- Quick building of the contact database
- Direct communication with each customer

My mobile phone number
is 1-234-567-890



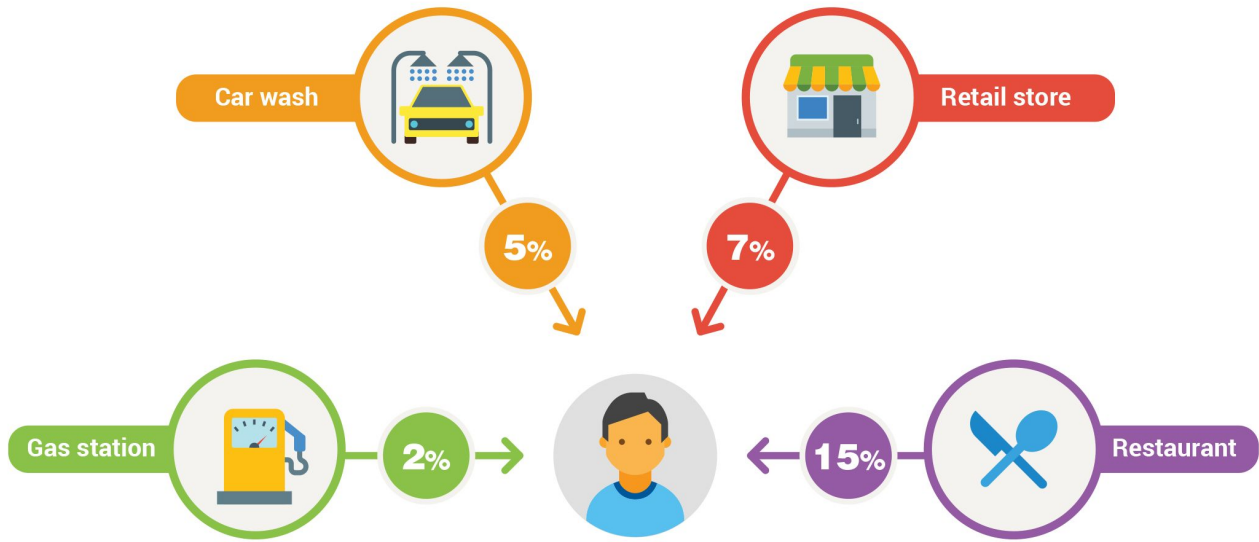
Thank you. You've earned
50 bonus points for this purchase.



inCust secret sauce ingredient 2/3

One card - many loyalty programs

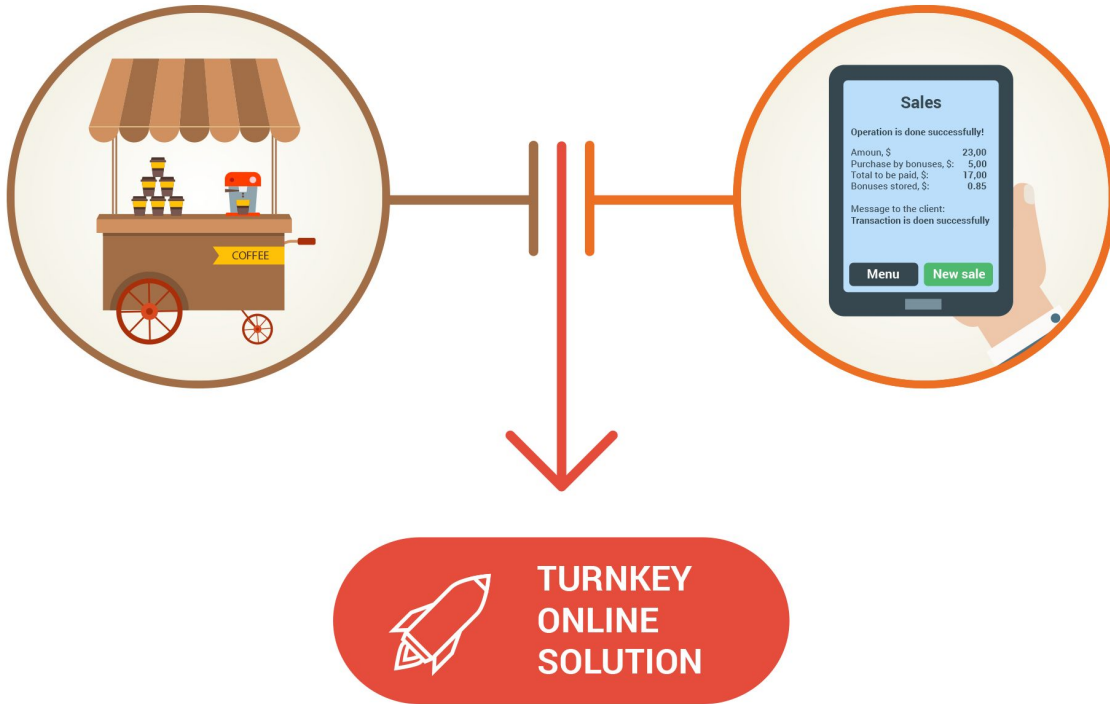
- Convenient communication of the customer with different businesses
- One customer's account, but separated bonus points, discounts, coupons
- Each business gets its dedicated “section” in customer’s account
- Dedicated business portal in the mobile app
- Possibility of driving new customers
- The place of communication between customers and businesses



inCust secret sauce ingredient 3/3

Quick start without expenses

- Setup and launch within 15 minutes
- Free registration and evaluation
- Pay only for processing
- Works even on a salesperson's smartphone!



The benefits of using inCust

Efficiently and automatically process purchases

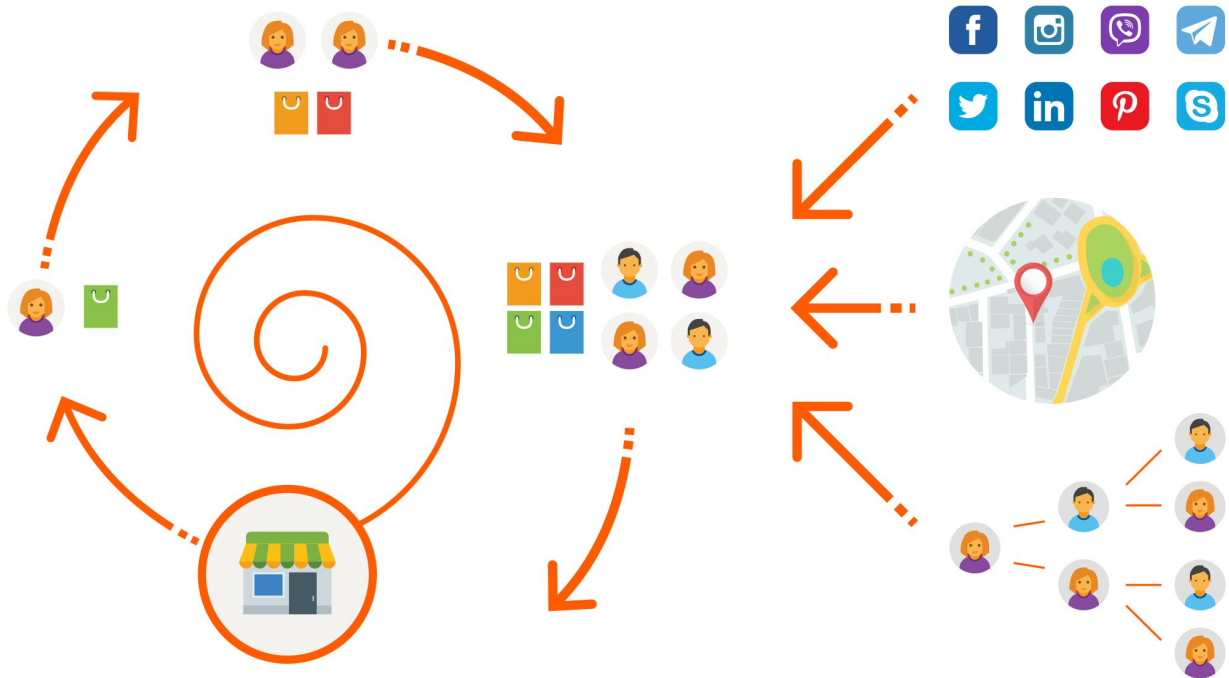
- After one-time customization, automatically credits customers' accounts with benefits (no salesperson participation needed)

Decrease advertising costs

- Direct messages work better
- Bonus points minimize direct loss on discounts

Increase income

- Subscriptions improve cash flow
- Loyal customer = frequent customer
- Frequent customer = 80% of income



Select only the components which that need

- Cloud processing
- Salesperson tools
- Customer's app for smartphone
- Smartwatch app
- SMS, PUSH, Viber and other communications
- Analytics and predictive sales
- White Label
- Integration with the accounting system or POS
- Customer identification tools

Components of the solution

SALESPPOINT
APPS

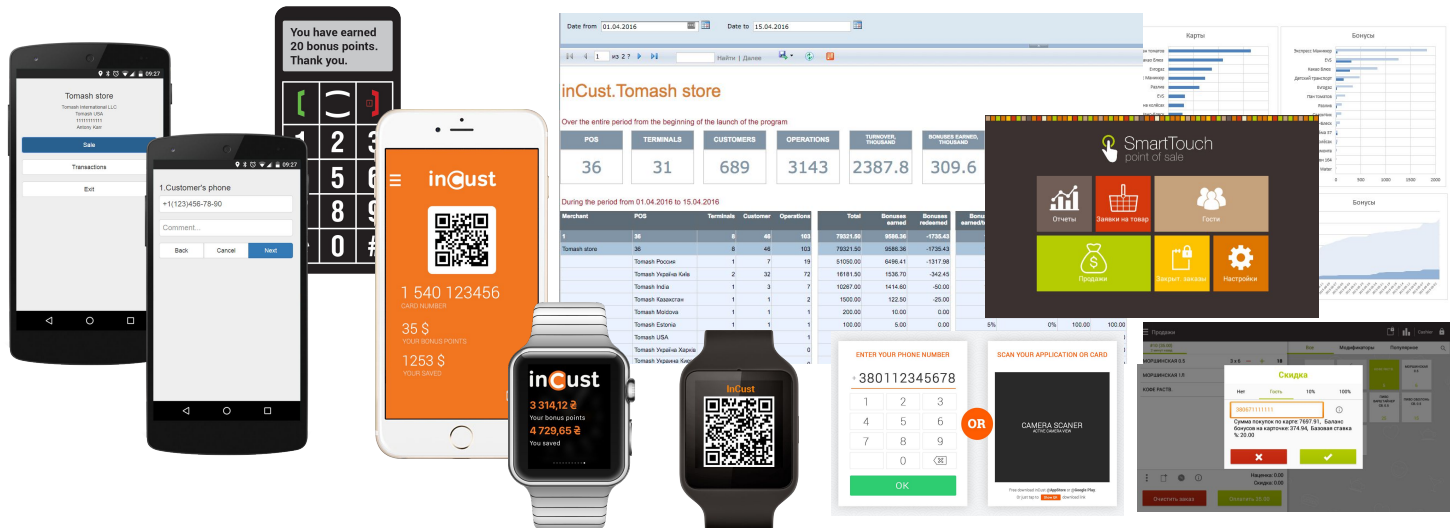
TEXT
MESSAGES

CUSTOMER
APPS

REPORTING,
ADMIN TOOLS

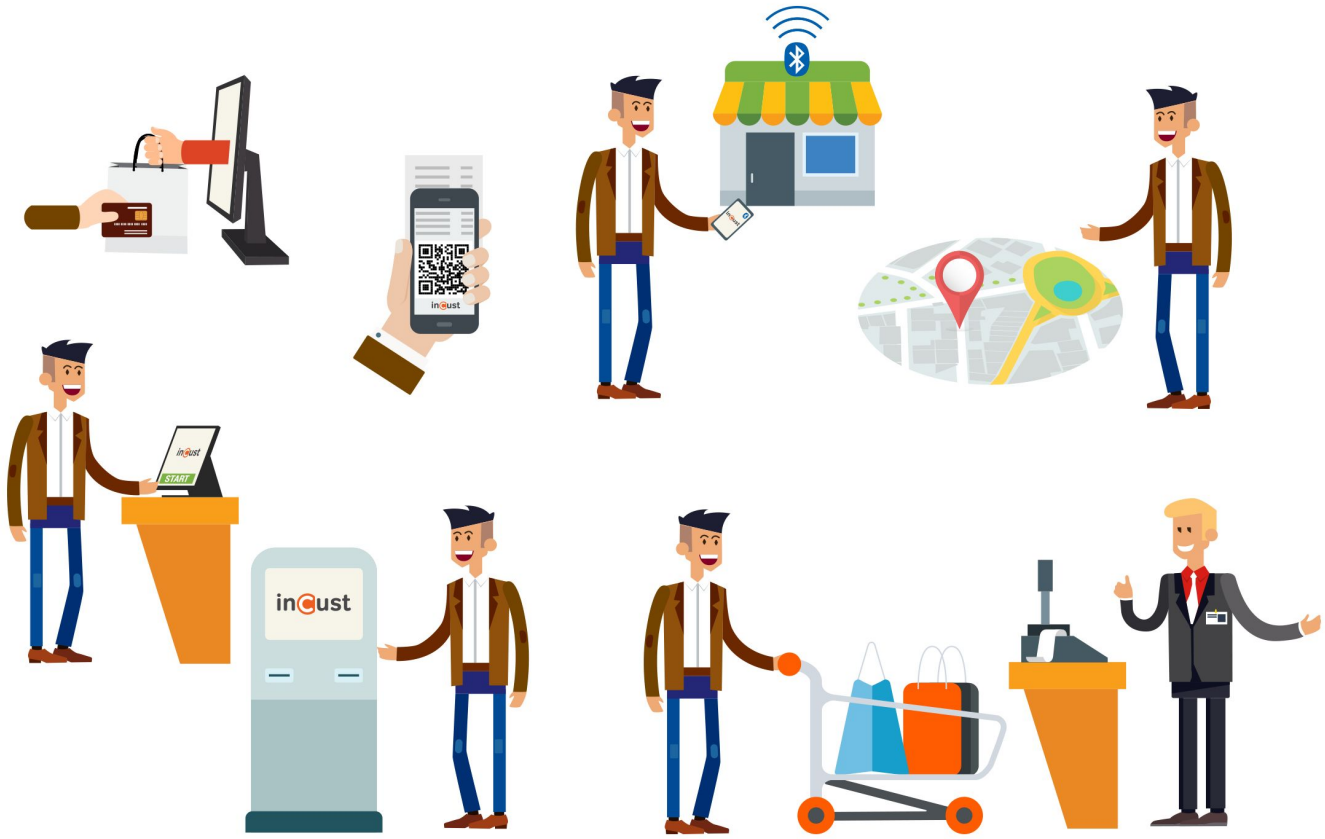
SAAS
CLOUD

INTEGRATION
WITH POS
SOFTWARE



Choose methods of interaction with the customer

- Customer at the cash desk
- Customer in the Internet
- On the street
- Customer self-identification
- Check scanning
- By the vending machine
- IBeacons and Geo-Targeting
- Payment by electronic money
- Coalitions and cross-marketing



Platform for custom projects

- Tourist maps
- Loyalty program for shopping malls
- Coalition programs
- Games
- Social projects
- Payment platform
- Mutual settlement platform
- Fuel card
- Social and benefit cards



First of all - friendship with the customer

Communicate with the customer

- With a group or individually
- Let the customer communicate with you

Make individual offers

- Direct marketing
- Personal offers

Turn communication with the customer into a game

Anticipate the customer's wishes



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*Start making friends with your customers
Sign up now!*

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Loyalty Pays!