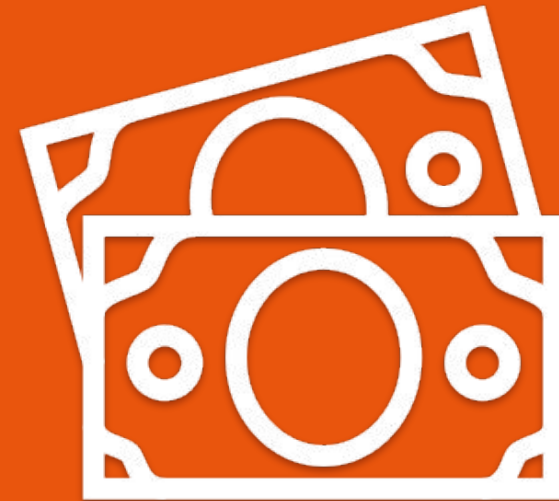


in@ust

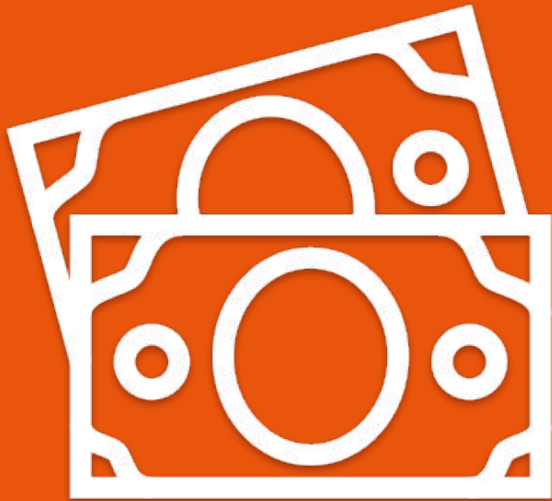
**Customer  
Lifecycle  
Management**

**YESTERDAY**

**Product + Advertising =**



**TODAY**



=

**Involve customer**

+

**Build relationship**

+

**Figure out preferences  
and requirements**

+

**Differentiate customer**

+

**Communicate with customer  
with personalization**

+

**Analyze customer feedback**

# Customer lifecycle

Collection of customer data

Building and keeping relationships

Segmentation and personalization

Involvement of new customers



Analysis of efficiency

Individualized communication and marketing activities



## Involvement of new customers

- Cell phone number is the virtual card of customers
- Instant sign-up to the loyalty program
- Electronic coupons to allure new customers via social networks, cross-marketing activities, and gamification
- Recommendation system to attract friends of customers
- News in the mobile application, visible to all inCust participants
- iBeacon to carry geotargeted activities
- Big Data



## Building and keeping relationships

- Instant building of direct contacts database
- Flexible system of tune-up of various mechanics, discount- and bonus-point-based loyalty programs
- Arrangement of temporary activities and events
- Reward for achievements
- Personalized loyalty program rules for each category or even customer
- Automatic Birthday greetings and gifts
- Two-way communication via the mobile app



## Collection of customer data

- Obtaining of the maximum amount of data to analyze and personalize offers in real-time
- Collection of additional data, important specifically for your business
- Instant access to personal data of the customer in digital format (without questionnaires and supplementary agreements)



## Segmentation and personalization

- Handy segmentation of customers to optimize rewards and set up individual rules
- Individual loyalty program rules, based on achievements during the certain period
- Possibility to create customer groups by various criteria
- Automatic Birthday greetings and trigger-based communications
- Possibility to segment customers by their preferences





## Individualized communication and marketing activities

- Targeted news and activities
- Personalized messages
- United communication environment and possibility to send and receive feedback via mobile app
- Omnichannel communication (Push-Viber-SMS)
- Handy tool to carry on marketing activities and credit rewards
- Flexible targeting system
- Personalized triggered mail sending

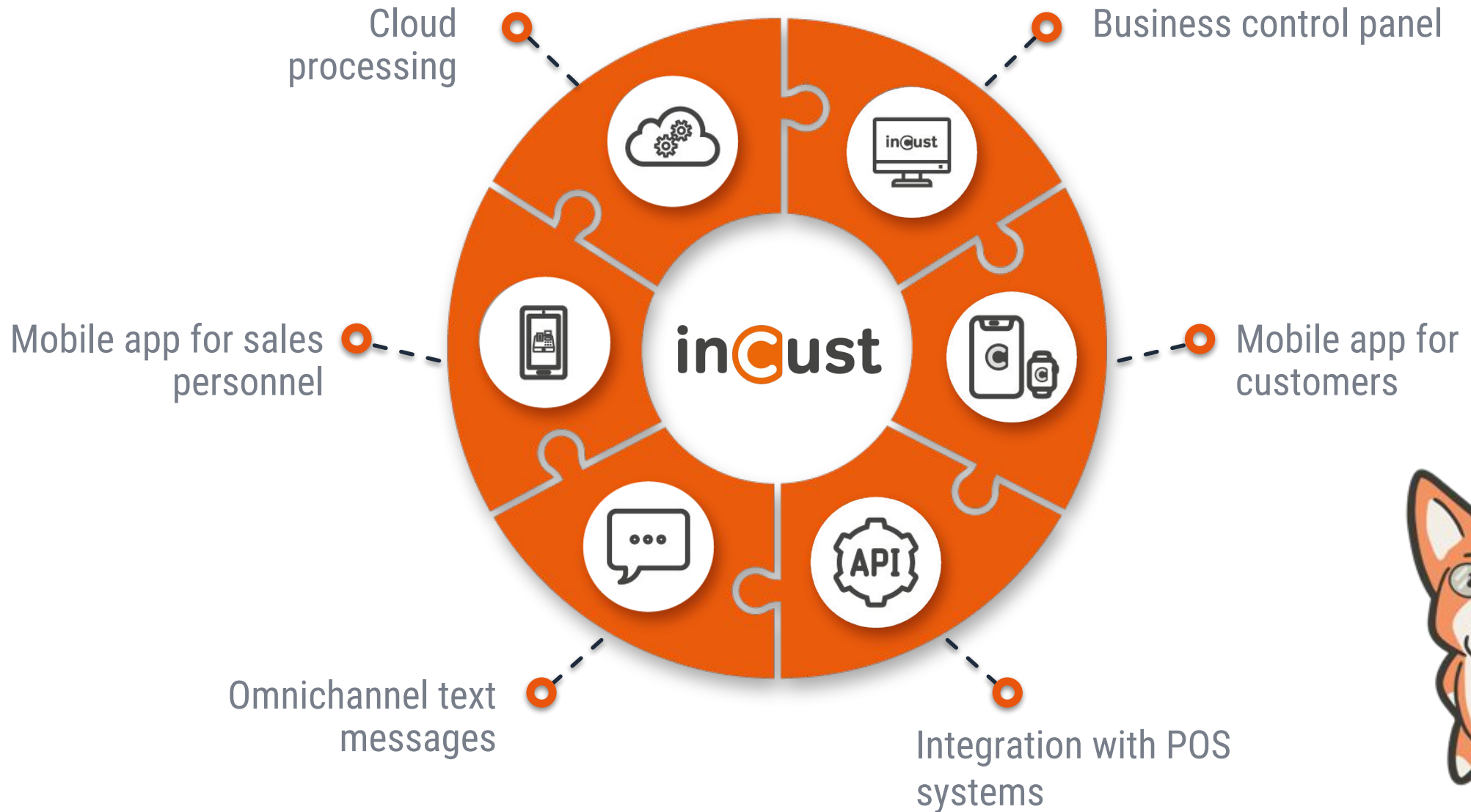


## Analysis of efficiency

- ○ Statistics of efficiency of operations right in the Control panel
- ○ Analysis of marketing activities' results
- ○ Customer ratings
- ○ Analysis of occupancy of points of sale
- ○ Analysis of expenses, related to the loyalty program
- ○ Possibility to perform analysis of turnaround of goods
- ○ Any custom analytics upon your request



# Components of solution



## Implementation results

- Growth of income and gross margin
- Growth of customer base
- Increase in the number of loyal customers
- No expenditure on manufacturing and management of plastic cards
- Reduced marketing costs
- No need to invest in specialized hardware and integrations

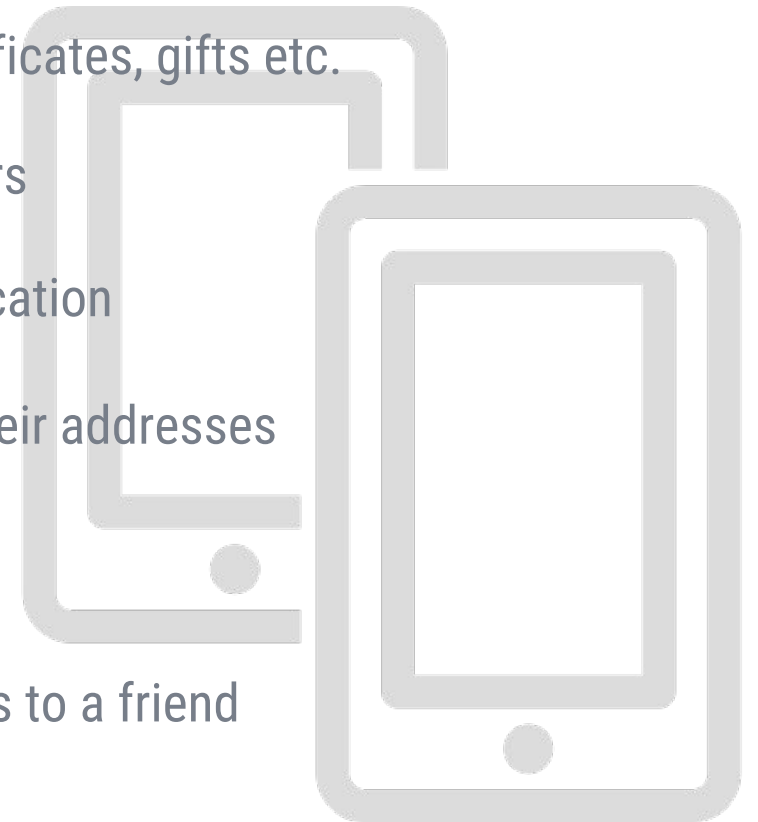


**COOL FEATURES**



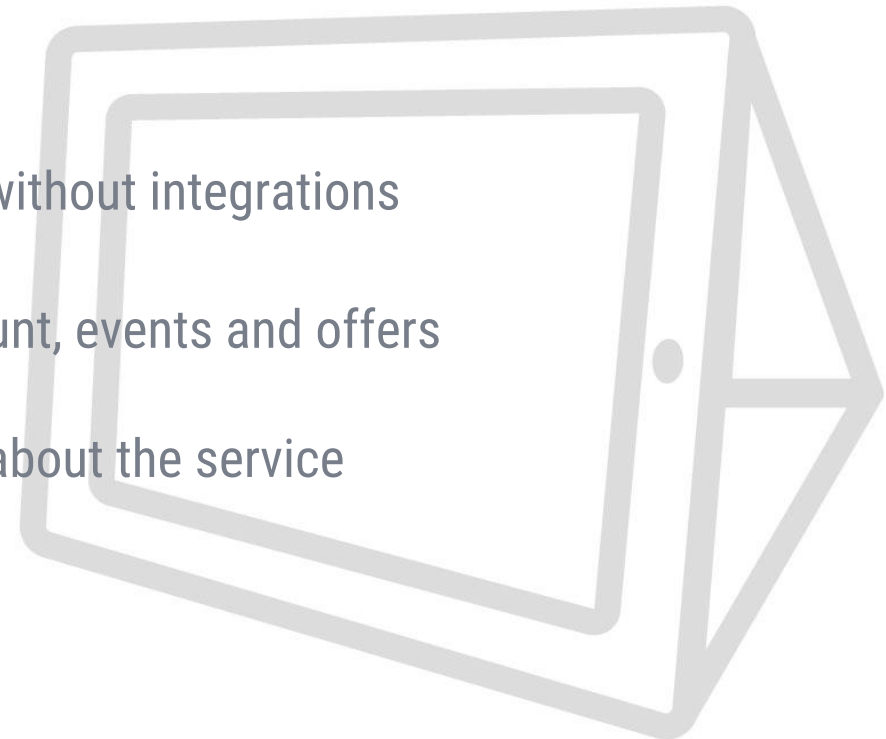
## Mobile app

- Your E-shop in the mobile app
- Digital customer card (protected dynamic QR code)
- Customer wallet for bonus points, certificates, gifts etc.
- Geotargeted news, events, special offers
- Direct Business-to-Customer communication
- Information about points of sale and their addresses
- iBeacon support
- Possibility to recommend your business to a friend



## inCust kiosk

- Speed-up of the checkout
- Customer self-identification
- Visualization of the loyalty program
- Payment with alternative methods
- Arrangement of cross-marketing without integrations
- Informing customers about discount, events and offers
- Collection of customer feedback about the service



## For vendors

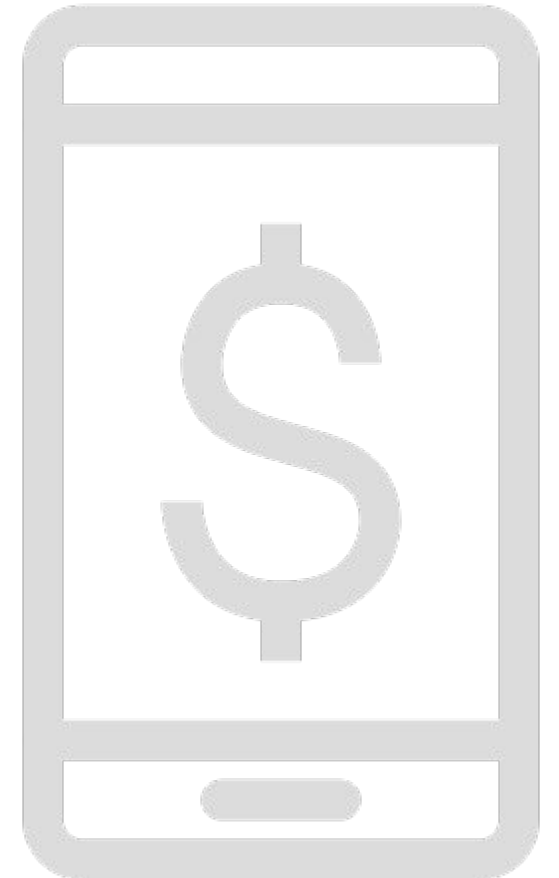
- New opportunities for BTL activities and interaction with customers
- Building of customer database
- Communication with customers
- Personalized offers
- Prediction of sales
- Retail points of sale as the place of distribution of gifts and promotional activities





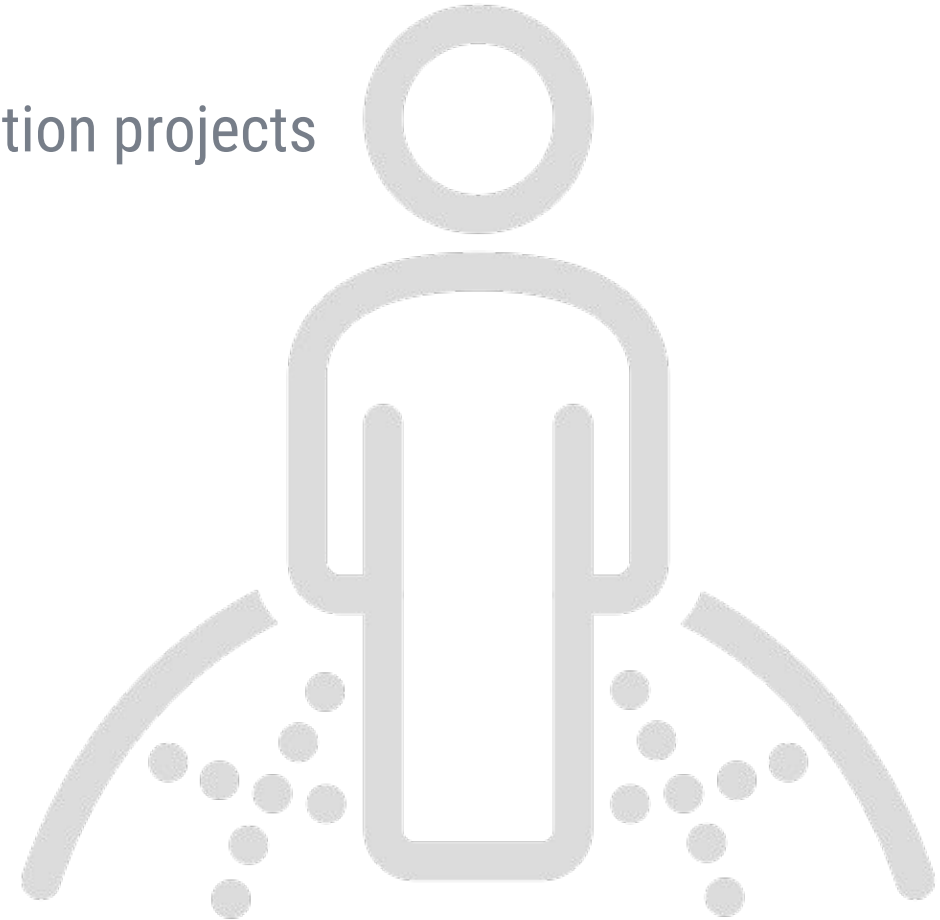
# Alternative payment methods

- One-click payments  
(via MasterPass services)
- QR-code-based payments

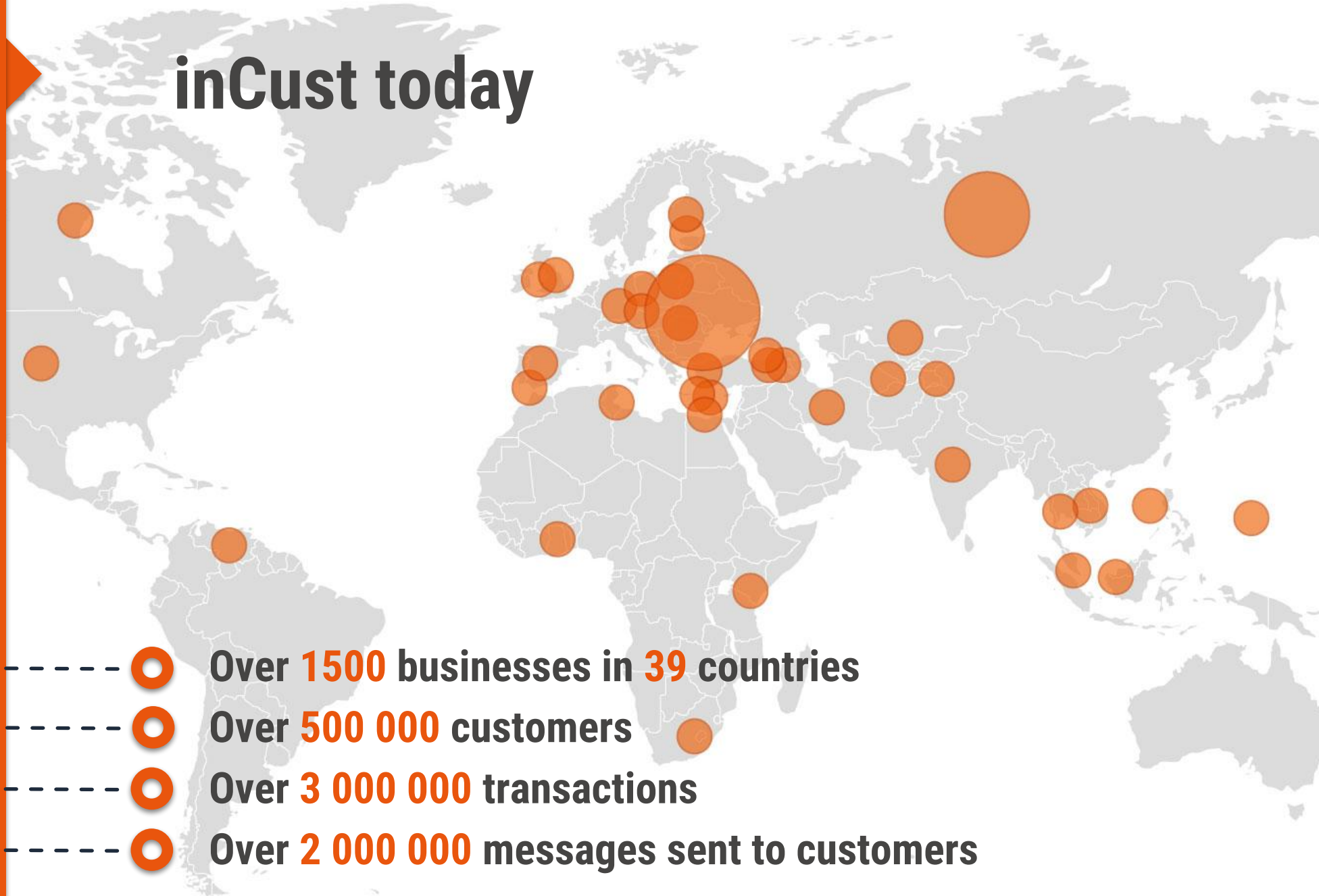


# Social and infrastructure projects

- ○ Humanitarian help distribution projects
- ○ Tourist and citizen cards



## inCust today



- Over **1500** businesses in **39** countries
- Over **500 000** customers
- Over **3 000 000** transactions
- Over **2 000 000** messages sent to customers

## Key partners



## Contact information



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