inCust

Swiss knife for mass businesses
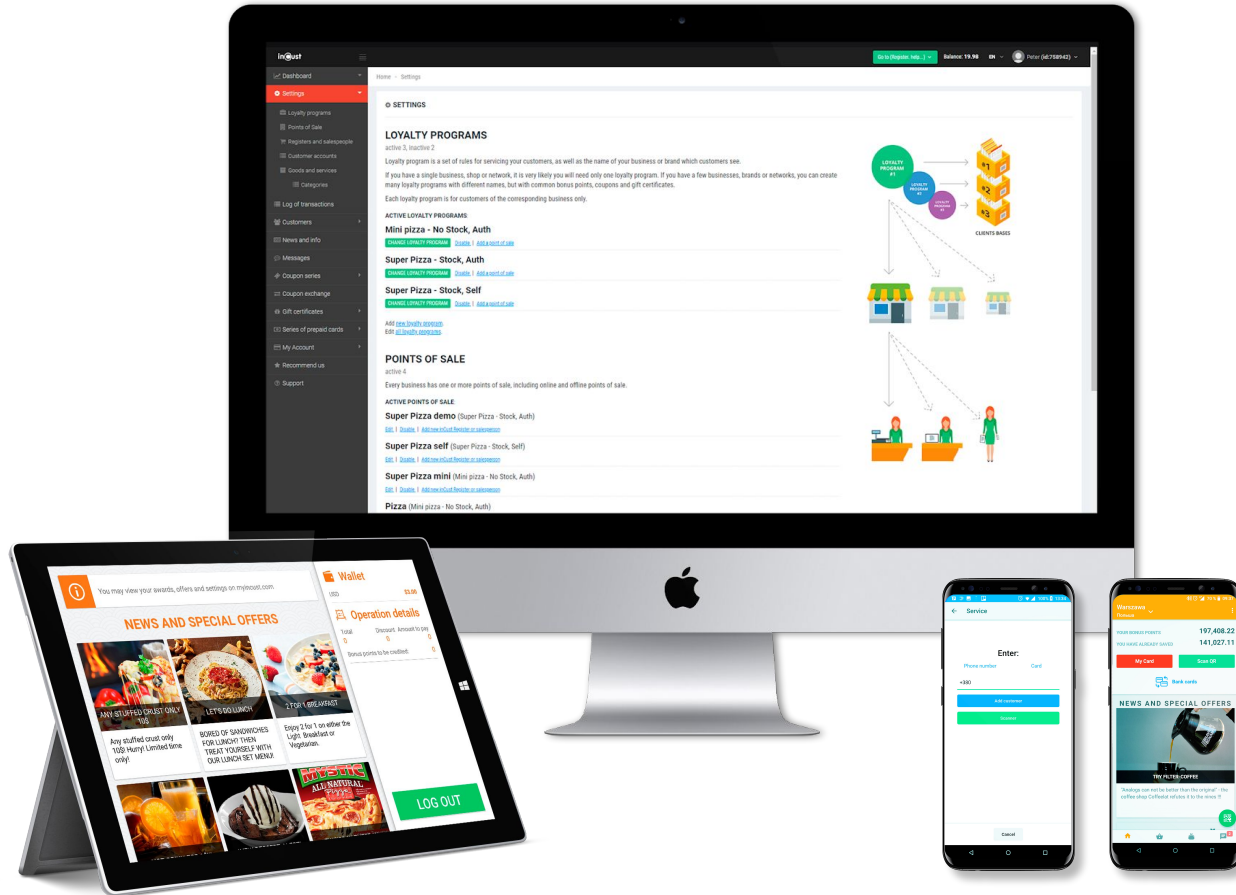
BENEFITS AND ADVANTAGES FOR YOUR BUSINESS

CUSTOMER INTERACTIONS AND LIFECYCLE MANAGEMENT PLATFORM

Customer Interactions and Lifecycle

Collection of
customer data

Handling of
sales

Establishing
relations

Acquisition of
new customers

Individual
communication and
marketing activities

Segmentation
and personalization

We help you work with customers on every stage of the customer lifecycle

Ways of deployment

IN THE CLOUD

Branded with your name or as inCust branded service

- Quick start with further scaling

- Easy joint activities with other businesses

- Recognition of the inCust service among customers

- Single chatbot for all businesses

- Messages sent from the recognized inCust name

ON PREMISES

Deploy to your infrastructure

- Your trademark

- Your personal mobile app and chatbot

- Control over customers' personal data

- Control over the software

- Control over the servers

- Messages are sent from your business name

Ways of deployment

FROM 15 MINUTES

When launching in the cloud

- Quick sign-up to service
- Minimal setup required
- Ready to use mobile app
- Ready to use Customer control panel
- Ready to use chatbot

UP TO TWO WEEKS

When running on your servers

- Deployment of the platform software
- Integration with third-party services
- Setup and integration with the instant messaging services
- Creation of the branded version of the mobile app and chatbot

inCust SaaS
(cloud service)

Setup your CLM in the cloud
Quick and easy as 1-2-3

FILL OUT SIMPLE REGISTRATION FORM

SET UP SERVICE FOR YOUR BUSINESS NEEDS

LAUNCH TERMINAL APP - SALESPERSON'S WORKSTATION

Key features

- Scalability

- Flexible authentication and authorization

- Full scope of operations with the customer database

- Different ways to interact with customers: Kiosk, mobile app, e-shop, different communication channels

- Marketing tools: coupons, gift certificates, reward for a visit, bonus points, discounts, prepaid goods and services

- Communication channels: Push messages, chatbot, instant messaging, SMS, e-mail
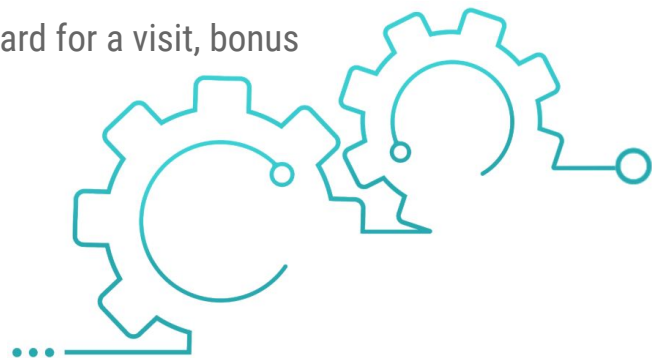
Platform capabilities for various business types

Business-to-Business (B2B)	Business-to-Customer (B2C)	Business-to-Business-to-Customer (B2B2C)	Business-to-Government (B2G)	Business-to-Employees (B2E)
Create coalition loyalty programs, perform mutual settlements with partners, reward distributors	Increase profits by managing the customer interactions and lifecycle	Create multilevel service programs for business, partners and customers	Develop infrastructure and commercial activity in cities using modern technologies	Increase sales and efficiency of business by targeted employee stimulation programs
• Banks • Telecoms • FMCG • Shopping malls • Fuel and charging business	• Retail • Cafe and restaurants • Recreation and entertainment • Fuel and charging stations	• Local governments • Shopping malls • Banks and telecoms • Charity organizations	• Local governments • Charity organizations	• Retail • FMCG • Services • Recreation and entertainment

Key offer for B2B
(Business-to-Business)

Coalition (joint) loyalty programs: without plastic, extra hardware or integration

Mutual settlements with partners

Multilevel schemes of rewarding distributors and dealers

Selling inCust services as an additional product to B2B clients

Key offer for B2C
(Business-to-Customer)

Handling of sales at the cash desk, via Kiosk or e-shop

Collection of feedback and ratings from customers

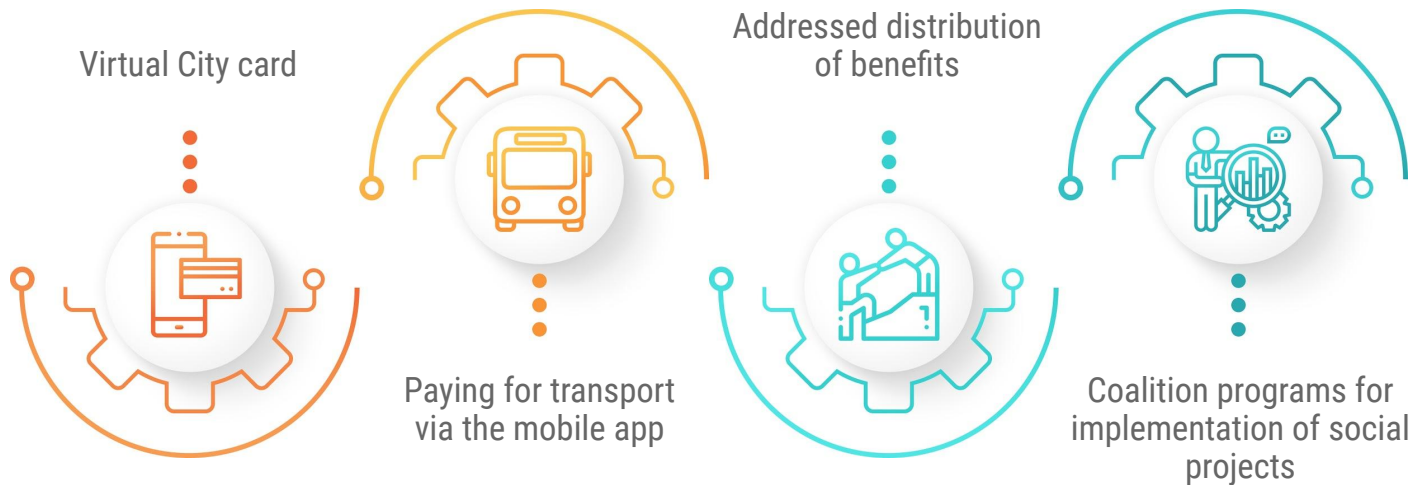Tools for engagement and retainment of customers: digital coupons, certificates and prepaid cards

Flexible loyalty program with the powerful digital instruments: mobile app, chatbot, customer feedback, omnichannel messaging

Key offer for B2B2C
(Business-to-Business-to-Customer)

Multi-level marketing campaigns, cross-marketing

Rewarding customers for loyalty when working via distributors and dealers

Mutual settlements (financial clearance) with partners and suppliers

Digital coupons and certificates, sale of prepaid services and subscriptions

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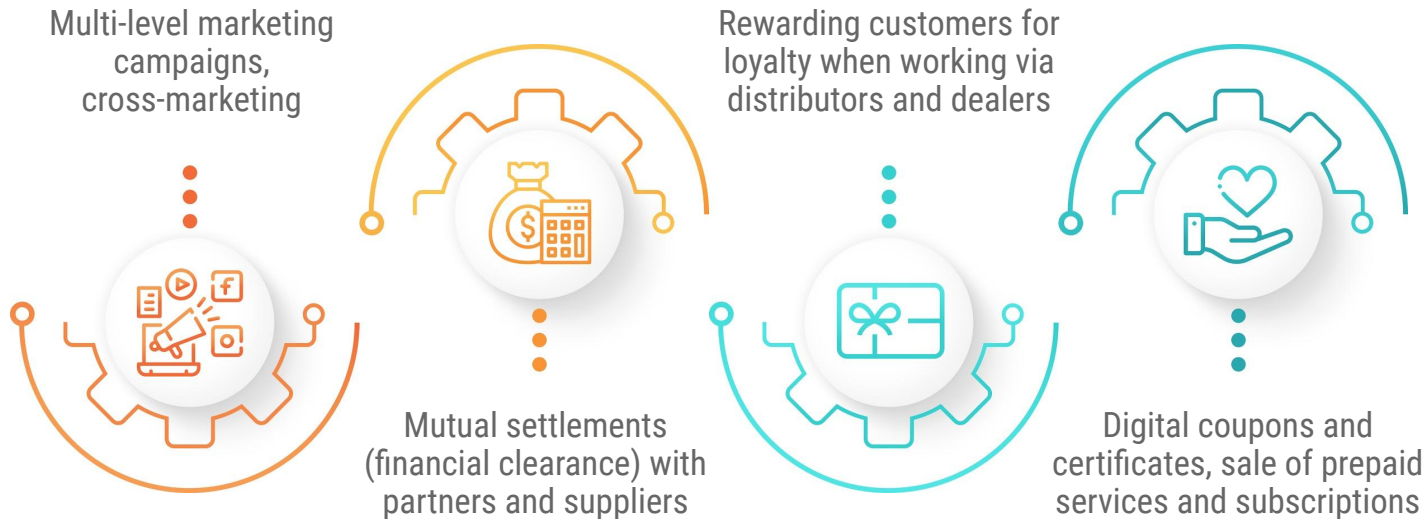
Key offer for B2G
(Business-to-Government)

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Virtual City card

Addressed distribution of benefits

Paying for transport via the mobile app

Coalition programs for implementation of social projects

Key offer for B2E
(Business-to-Employees)

Provision of goods and services, prepaid by the company, to employees

Motivational program for sales personnel

Rewarding employees for recommending goods and services of the company

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We'll help to solve the following problems

Variety of separate instruments to serve customers and clients

Absent or insufficient information about customers

No contact with customers outside of stores

Lack of efficient mechanisms to engage and reward customers

Simple discounts undermine profits

Difficulty to differentiate from the competition

Difficulties in cooperation with partners for cross-marketing

Benefits for you and your business

Sales of goods and services via e-shop

Processing of sales and payments using the POS software by inCust

Customer self-service using the Kiosk information panel

Simple procedure of collection of questionnaire data and creation of customer database

Growth of customer loyalty using the multifunctional and flexible loyalty programs

Customer retainment with help of prepaid goods and services, and subscriptions

Personal communication with customers using omnichannel communication mechanisms

Issuance and use of coupons and digital certificates for marketing in your business as well as cross-marketing

What makes inCust the universal solution for your business

Flexibility in launch and use - using Terminal app, Kiosk or mobile app for self-service, via integration with other software.

Customer authorization using a phone number, by email, plastic card number (when needed), by scanning QR codes etc.

Provision of goods and services with instant payment, on prepaid basis or with post-payment

Powerful and flexible loyalty programs

Open API with possibility of integration with third-party software

Unique functions of mutual settlements within a business or between different businesses without money

Benefit - variety of ways to attract customers

- Digital coupons and certificates to attract customers via any digital marketing channels

- Printed coupons and certificates for distribution on checks, in press, during mass events

- Marketing activities with partner businesses

- Recommendation program with multilevel rewards

- Gift certificates

- Sale of prepaid goods and services, including fuel, energy and tickets
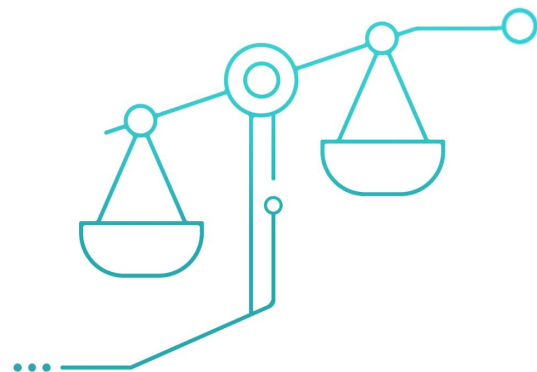
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Benefit - handling and registration of sales

- Provision of goods and services with instant payment, on prepaid basis or with post-payment

- Sale of goods and services via

  - Point-of-Sale (POS) application;

  - e-shop in the inCust app for customers or in the Customer control panel;

  - Kiosk, the self-service solution;

  - API for integration with third-party systems

- Instant addition of customers to the database while processing the sale: it is sufficient to ask for a phone number or email address
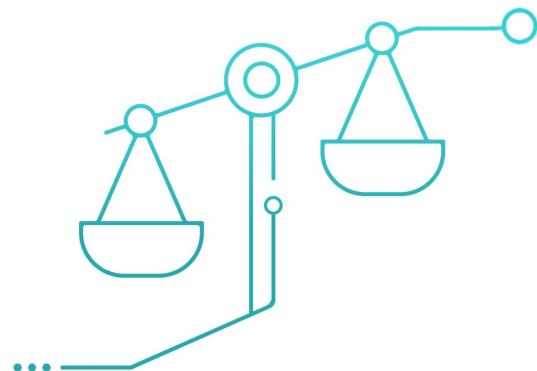
Benefit - Payments and clearance without money

The inCust platform contains functions to arrange moneyless financial clearance between customers within one business and mutual settlements between businesses that use the platform
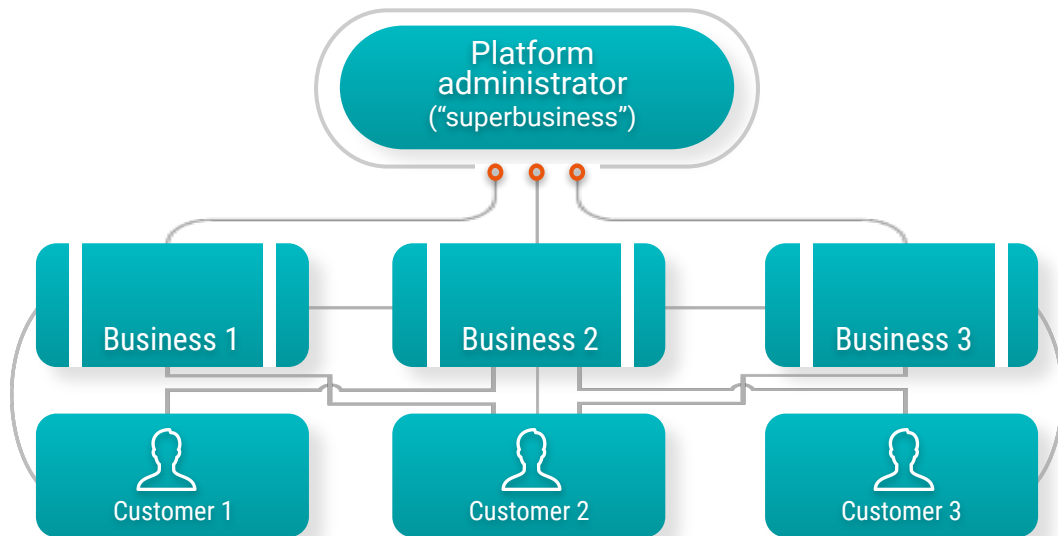
During clearance, the platform doesn't carry monetary operations, but accounts mutual debts and credits and provides information about final depts to businesses in order to carry monetary operations outside of the platform
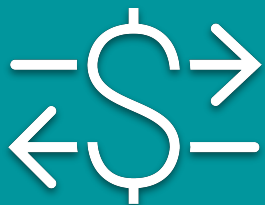
Benefit - personal relations with each customer

- Choice of loyalty program mechanics

- Support for customer categories in loyalty programs

- Birthday greetings and gifts

- Bi-directional communication via the mobile app or chatbot

- Customers can leave a rating or feedback after making a purchase

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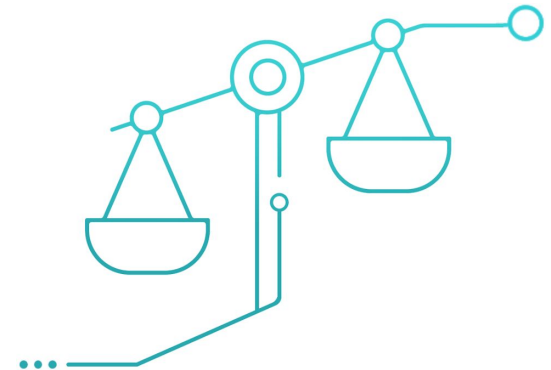
Benefit - quick registration and authentication of customers

Quick adding of customers to the customer database and retrieval of their data:

- A phone number or email address are enough to add a customer
- The basic questionnaire contains just two questions - name and age - and even they are optional
- A business-defined questionnaire with any questions, created by the business for private needs

Quick identification and authorization of customers:

- By the phone number
- By the email address
- Using the QR code from the mobile app
- By the plastic card number (if needed)
- Using other identifiers, such as SSN, taxpayer number etc.
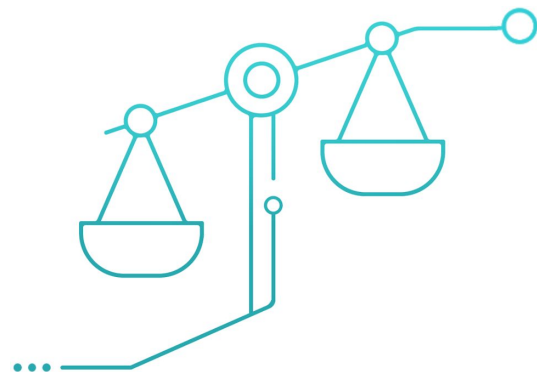
Benefit - Personal Communication

- Customers can contact business via the mobile app or chatbot

- chatbot as a customer interface, alternative to the mobile app

- Greetings and marketing messages can be sent to groups
and individual customers
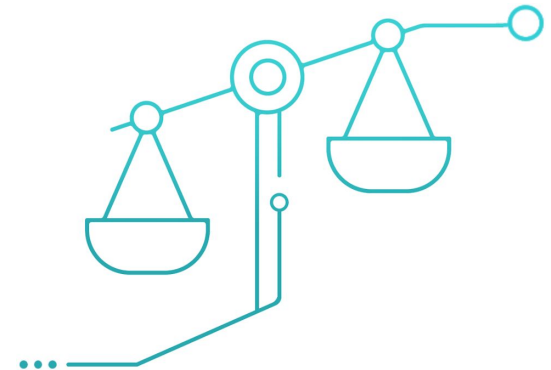
Benefit - Customer feedback

Customers can leave a rating or feedback after making a purchase or being served

Rating and feedback can be provided via the mobile app, customer control panel, chatbot, or Kiosk

Customers can be welcomed to leave a rating or feedback automatically after the sale is processed

QR code for leaving a rating or feedback can be printed on checks, placed at the cash desk or on tables, printed on marketing materials

Benefit - from pre-payment to credit

Sale of goods and services with instant payment

Advance sale of goods and services and subscriptions with the later provision of pre-paid goods and services

Sale of goods and services with the post-payment with the previously defined limits or without limits. Provision of information about customer balance.
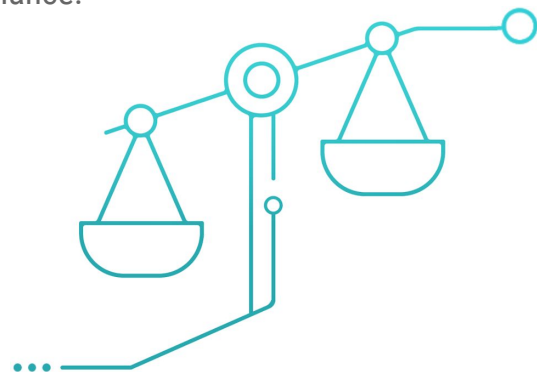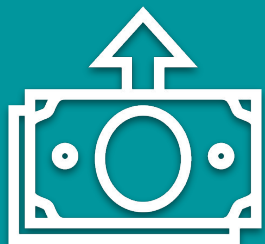
Unique features for your business

- Variety of payment mechanisms and ways of selling goods and services

- Feature-rich mobile app for customers

- Kiosk solution for customer self-service

- Chatbot

- Collection of reviews and ratings from customers

- Terminal, the app for personnel

- A set of APIs for integration and for business and brand management

- Ability to export data for analysis by external solutions

Variety of payment mechanisms
Payment processing

- Acceptance of payments from customers in moneyless ways: electronic "money", goods coupons (certificates), bonus points

- Acceptance of cash or credit card payments via Stripe; secure storing of cards information in the MasterPass wallet or Stripe

- Provision of goods and services with post-payment

- Sales of prepaid goods and services

- Different reconciliation and mutual settlement schemes for partners

Variety of payment mechanisms
Numerous sale channels

inCust platform allows you to sell products and services in different ways:

Sales through your online store (e-shop) in the mobile app and website

Sales by QR code

Sales by short link on the Internet or in SMS

Emission of prepaid cards (gift certificates etc.) in digital or printed form or as QR codes

Sales and processing of subscriptions and prepaid goods and services

Variety of payment mechanisms
Accounting of advance purchases

To track pre-sold goods and services, one can use

- Different types of customer accounts (goods-, cash-, bonus points-, fuel-based) under full control of the business

- Individual accounts and corporate accounts with limits for individual users

- Regular prepaid accounts and postpaid credit accounts

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Feature-rich mobile app for customers

- Built-in online store (product catalog, shopping cart, choice of delivery methods, payment, status management etc.)

- Digital wallet with coupons, certificates, and access to bonus-, goods-, and currency-based customer accounts

- Secure storage of customer credit cards in your MasterPass wallet

- Hot deals, news feed and informing customers through push notifications

- Customer feedback and ratings

- Purchase and retrieval of fuel and energy for vehicles

Kiosk for customer self-service

Self-service at checkout

Built-in store (product catalog, shopping cart, choice of delivery methods, payment, status management etc.)

Use of coupons, certificates, and prepaid cards

Viewing of the digital wallet with coupons, certificates, and access to bonus-, goods-, and currency-based customer accounts

Display of company news and hot deals

Opportunity for customers to vote or leave a feedback

Customer surveys

Chatbot for instant messaging platforms

- Registration of customers and receiving of their customer data

- Delivery of messages about changes on customer accounts, new and marketing messages

- Viewing of the digital wallet with coupons, certificates, and access to bonus-, goods-, and currency-based customer accounts

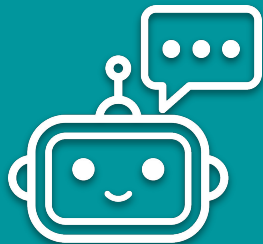- Search for points of sale of the brand and information about the points of sale

- Sending of messages to the business

- Possibility to create individual chatbots for business

- Access to other platform functions on demand

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Collection of customer feedback and ratings

- Instant receiving of customer feedback and ratings

- Information about the place (table, point of sale, etc.) and the source of the review or rating

- Ability to respond to feedback before it reaches the social network

- Automatic prompting of customers to leave rating and feedback after a sale of goods or services

- The review may include attached pictures or audio file

- Additional control of personnel and quality of service

- Improvement of the quality of service and customer satisfaction

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Terminal - multifunctional application for personnel

- Sales and Order Registration (POS)

- Acceptance of payments, made with cash, credit cards, QR codes, electronic "money"

- Processing of coupons and certificates

- Crediting and redeeming of bonus points

- Processing of prepaid cards, certificates

- All necessary cash operations

- Printing of checks

- Ticket validation mode for ticket processing

- "Waiter mode" for waiters in cafes and restaurants

- "Customer Authorization" mode

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API sets for integration with third-party software

A basic API for integration with third-party software

API for customer service operations

API for business management (available on request)

Export of all data for use in third-party solutions

Export of customer data to third-party communication solutions

Analysis of sales data by third-party business intelligence (BI) solutions

Back up of business data for better security

inCust Mission

Help mass businesses deliver a pleasant shopping experience to customers

With this mission in mind, inCust develops and provides to mass businesses a wide range of software instruments for all stages of interaction with customers, from marketing and acquisition of new customers to processing of sales to turning one-time visitors into happy returning customers

Company information

inCust was founded in 2015 by the veterans of the worldwide IT industry and launched as an online service in 2016. Currently, the company is serving businesses in over **40 countries** around the world

The company, **inCust Ltd.**,
has its principal place of business in London, UK,
with development performed in the UK, Slovakia, and Ukraine

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