inCust

Swiss knife for mass businesses

CUSTOMER INTERACTIONS AND LIFECYCLE MANAGEMENT PLATFORM

Customer Interactions and Lifecycle

Collection of customer data

Establishing relations

Handling of sales

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

Acquisition of new customers

- Cell phone number is the virtual customer card

- Instant sign-up to the loyalty program

- Electronic coupons to attract new customers via social networks, cross-marketing activities, and gamification

- Recommendation system to attract friends and get rewards

- Acquisition of customers with iBeacon* (using geo-targeting)

Handling of sales

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- POS software to serve customers in stores

- Standalone Kiosk for customer self-service

- E-shop in the app for customers and customer control panel

- API for registering external sales

- Delivery of prepaid goods and services

Collection of customer data

Instant building of customer database

Addition of customers with just a phone number or email address

Collection of additional data, important for your business

Establishing relations

- Collection and handling of customer feedback

- Automatic addition to a loyalty program

- Reward-, discount- and bonus-point-based loyalty programs

- Flexible system of tune-up of various mechanics

- Personalized loyalty program rules for each category or even customer

- Rewards for achievements

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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 common or custom fields in customer profile

- Possibility to segment customers by their long-term purchasing habits

- Creation of customer groups by customer's last activity

Individual communication and marketing activities

- Targeted news and personalized messages

- Delivery of special offers, coupons and certificates in individual or group messages

- Bi-directional communication with customers

- Omnichannel communication via Push messages, chatbot, instant messaging, SMS, Email

inCust helps your business stay ahead of the competition in your industry

Industries with typical scenarios of platform usage

Retail

Restaurants and Cafes

Service Industry

Fuel Stations

Pharmacies
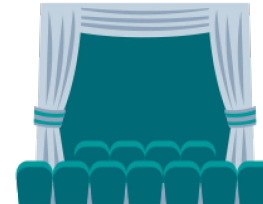
Medical Services

Car Services

Hotels

Recreation and Entertainment

Event management

HOTEL

Special solutions for special tasks

Industries with platform individualization requirements

Shopping malls

FMCG

Transport and commuting

Local government

Charity

Telecoms

Banks

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

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Examples of implementations

inCust SaaS

The way to use all capabilities of the inCust platform in the cloud. One service for many businesses under the recognized trademark.

Lviv city card

The joint project of inCust and the municipal government of Lviv (Ukraine) - the card for city residents and guests that provides discount and free benefits

Triangle charity programs

The projects for distribution of the humanitarian aid in the warfare zone in Donetsk and Luhansk regions

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

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

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
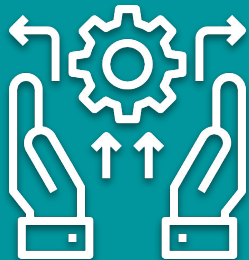
- Terminal, the app for personnel

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

- Ability to export data for analysis by external solutions

Modules of inCust platform

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- Loyalty and rewards
- Informational Panel / Kiosk
- Point of Sale (POS)
- E-shop
- Coupons and Certificates
- Prepaid Goods and Services
- Ticket Manager
- Information and Communications
- Fuel and Energy
- Customer Database
- Platform Base Features

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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