

in@ust

Swiss knife for mass businesses

**COMPLETE SOLUTION FOR
FUELING AND CHARGING
STATIONS**

**CUSTOMER INTERACTIONS AND LIFECYCLE
MANAGEMENT PLATFORM**

Swiss knife for your business

Fueling and charging via mobile app or chatbot



Digital cards for fuel and energy



Loyalty and marketing



Digital fuel tickets



Driver self-service

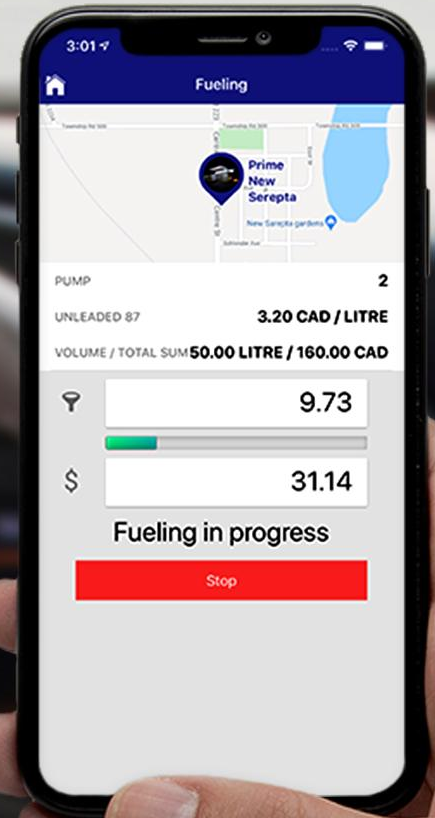


Cooperation with partners and clearance





NEW METHODS OF FUELING/CHARGING AND PAYMENT



We help your business grow

Modernization:

- Getting rid of plastic cards and terminals
- Replacement of discounts with bonus points
- Switching from SMS to in-app and chat-bot messages

Lowering of expenses:

- Automated fueling and charging
- Kiosk for self-service
- E-shop in mobile app

New ways of service:

- Mobile app
- Chatbot
- Digital corporate cards

Business development:

- Subscriptions and pre-ordering of fuel or energy
- Easy connection to partners
- Cross-marketing and clearance with partners

Fuel and Energy

Allows you to automate the processes of servicing vehicles at gas stations and charging stations of electric cars. Provides the ability to issue digital cards without integration with the accounting system. Retail customers can buy fuel and energy without a cashier. Companies can purchase and use digital fuel cards and coupons

Most often used in the following industries:

Fuel Stations



**Transport and
commuting**



FMCG





Benefits for corporate customers:

- digital fuel cards that don't require printing
- digital and paper tickets for fuel and energy
- coupons and gift cards
- prepaid accounts for good, fuel or energy
- cooperation and clearance with partners
- cross-sales and cross-marketing



Benefits for retail customers:

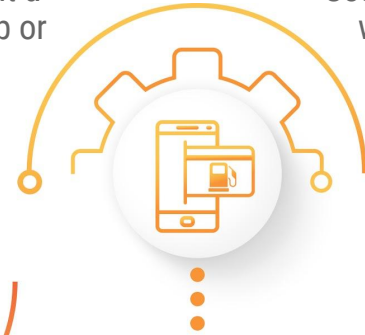
- fueling and charging using the mobile app without leaving the vehicle
- up-front purchasing of fuel or energy in the mobile app
- loyalty program based on phone numbers
- coupons and gift cards
- payments without bank terminal

Opportunities for B2C business

Purchasing of fuel without a cashier - in the mobile app or Kiosk



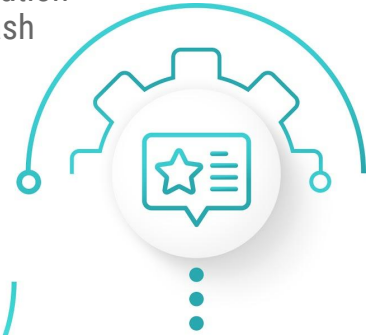
Use without requiring integration with the accounting or cash register system



Digital fuel card for provision of fuel and energy on a prepaid basis



Customer ratings and feedback





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Opportunities for B2B business



Digital fuel card for provision of fuel and energy on a prepaid basis



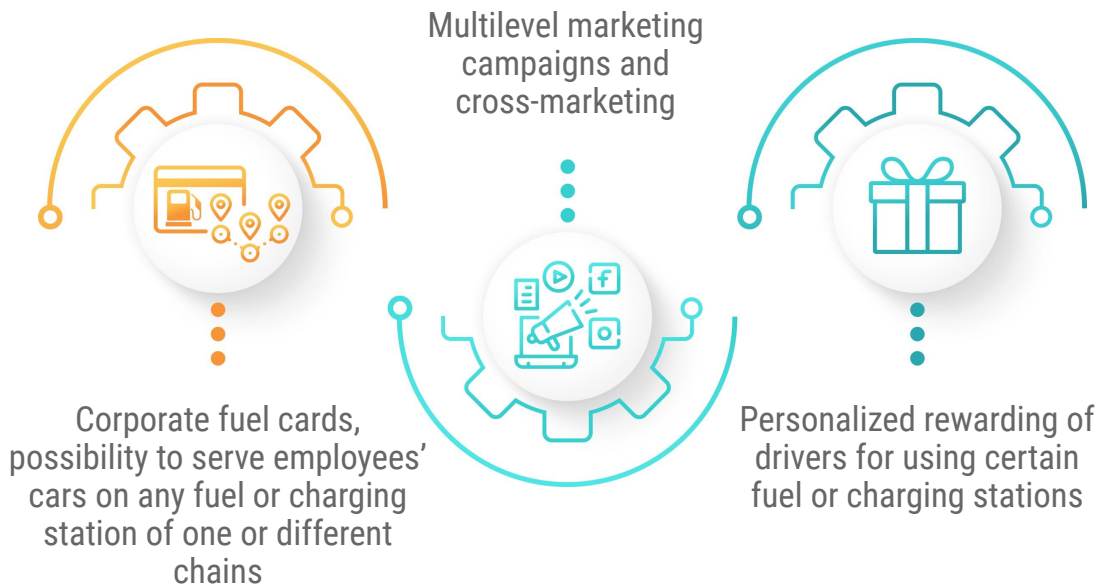
Provision of access to the company's fuel account to employees with the preset individual limits



Coalition and franchise programs



Opportunities for B2B2C business



Opportunities for B2G business

Provision of access to the transport organization's fuel account to employees with the preset individual limits

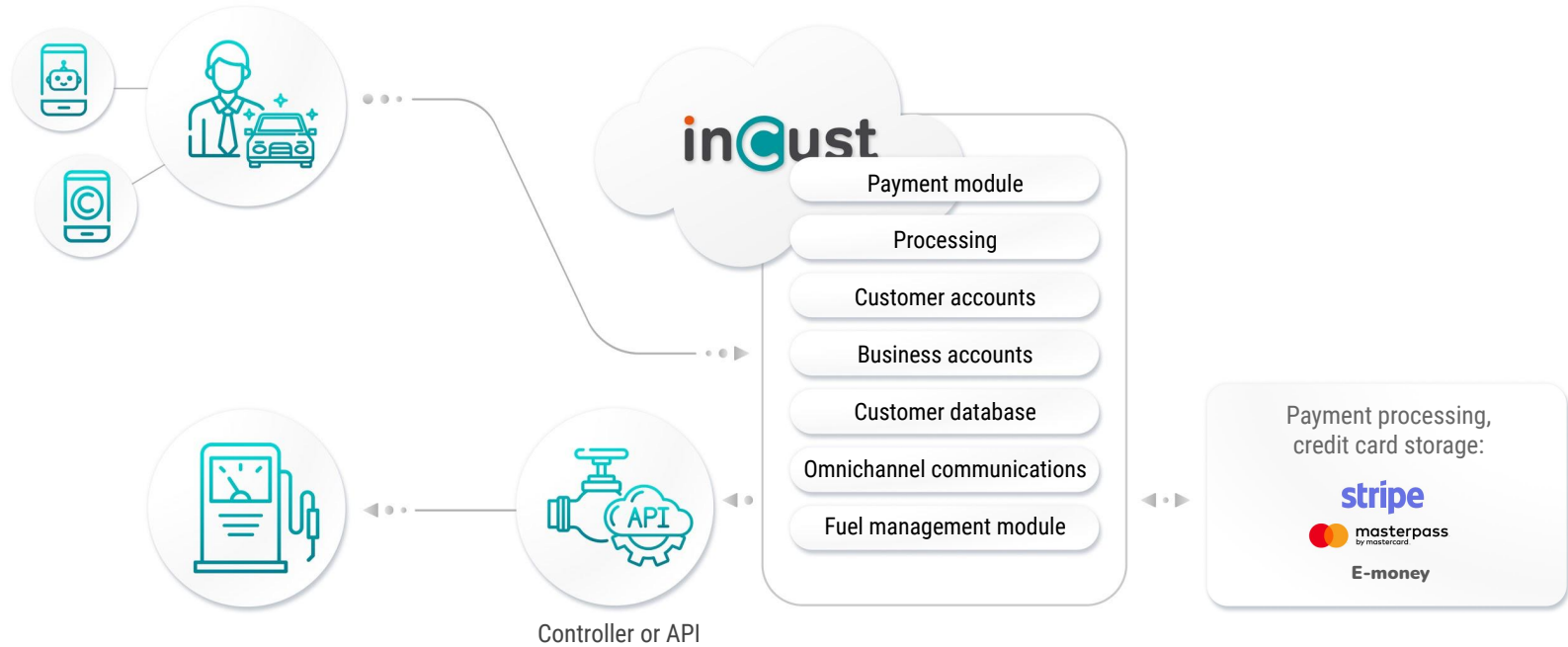


Accounting and control over delivery of fuel and energy, supplied to the transport organizations



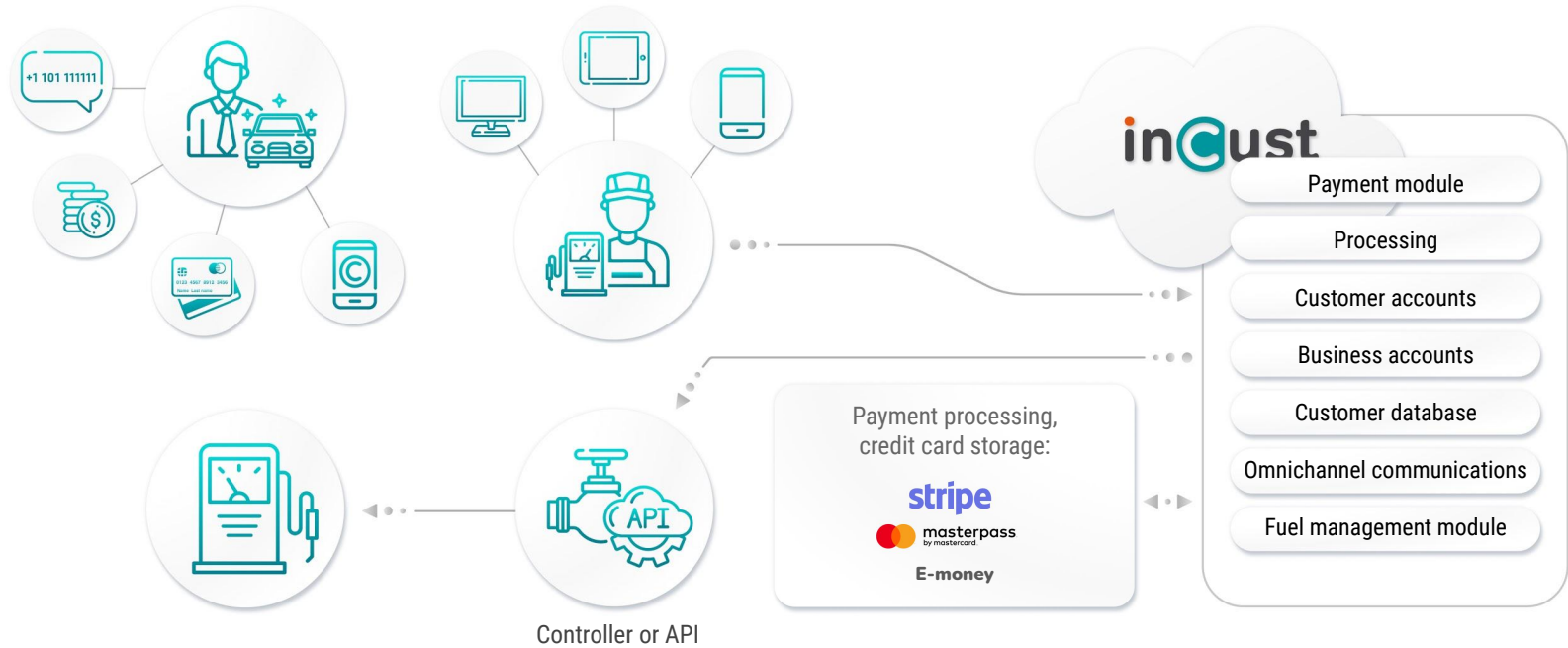
Method of driver service:

A driver uses the mobile app or chatbot



Method of driver service:

An attendant serves the driver using the phone, tablet, or computer



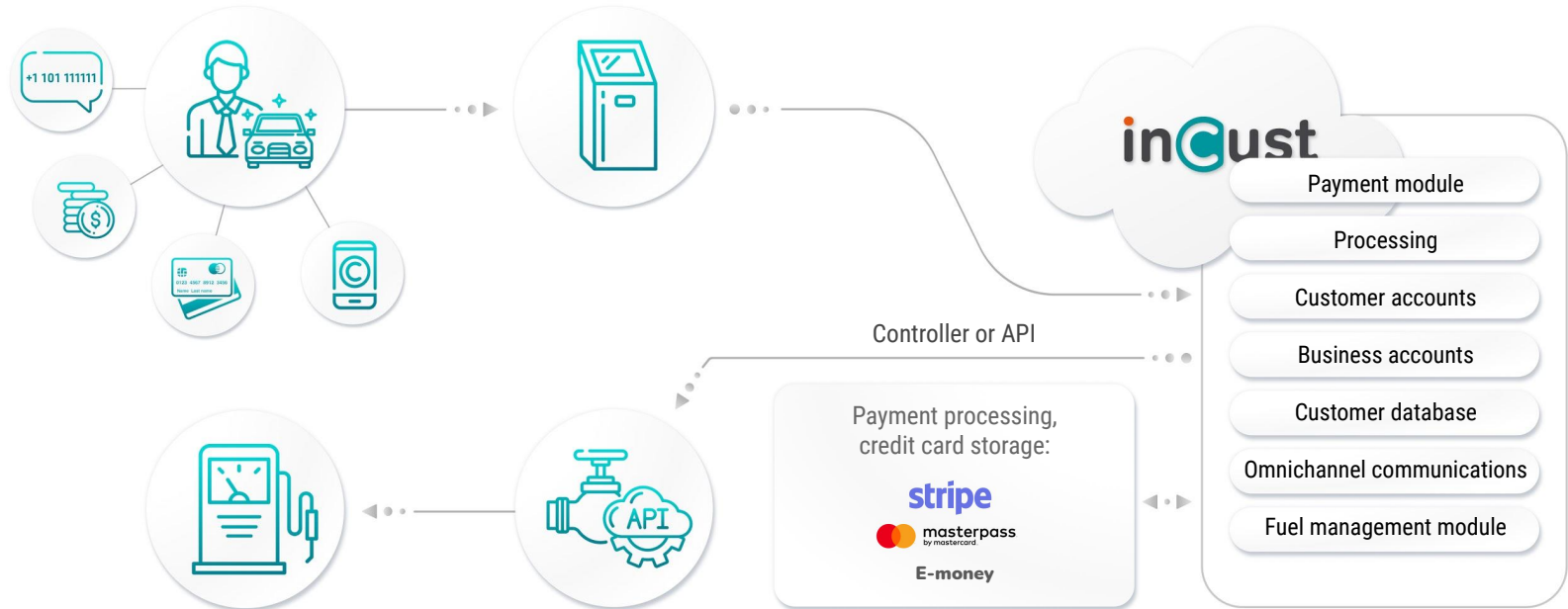
Method of driver service:

Without integration. An attendant serves the driver using the phone, tablet, or computer - manually (via a cash register or a pump or charging stand) provides fuel or energy, then inputs data to the inCust system



Method of driver service:

Self-service. A driver uses the inCust Kiosk app on the tablet, installed at the station, or on the screen, embedded into the pump or charging stand



Types of digital tickets for fuel and energy

- 1. Indivisible ticket.** Contains a code for a cash register or management system that allows obtaining a certain amount of fuel or energy



- 2. Certificate for a sum or volume / amount.** When redeemed, tops up the digital customer account



- 3. Prepaid card.** Digital wallet with a set of customer accounts each containing fuel, energy, money, or goods



Specifics of tickets for fuel and energy



A series is easily created



Emission and provision

- Manually via Business Control Panel
- Automatically based on check rules during processing of a sale of goods or services
- In the e-shop
- In chatbot
- When QR code is scanned
- In the news announcement
- Via the payment link



Distribution

- In an SMS as number or link
- In the mobile app
- In the chatbot (Telegram, Facebook Messenger, Viber)
- In the email
- Via social networks
- Via a customer's e-wallet
- Printed on paper or other physical media



Redemption

- In inCust Terminal app
- At the cash register
- On the web site by code
- In the mobile app for customers
- In the chatbot
- in inCust Kiosk
- via API

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

Ways of integration with fuel dispensing or energy hardware

inCust solution interacts with a controller that manages fuel or energy equipment



inCust solution interacts with an attendant that manually manages fuel or energy equipment



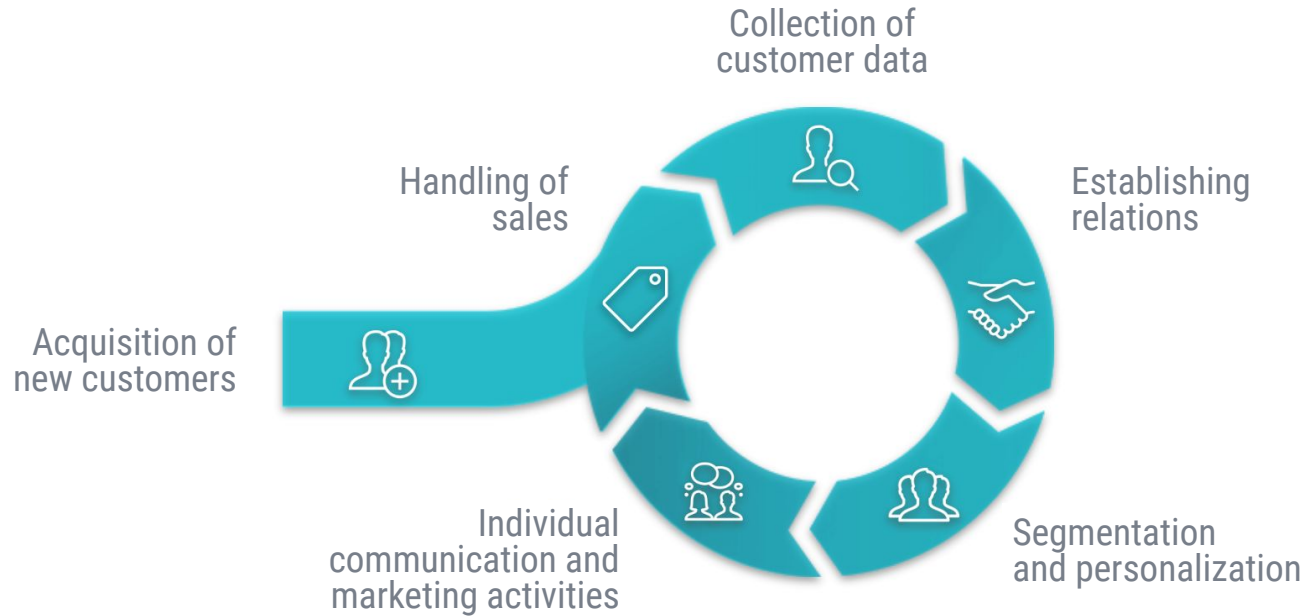
inCust solution interacts with fuel or energy equipment directly via API (programming interface)



inCust solution interacts with a cash register or POS that manages fuel or energy equipment



Customer Interactions and Lifecycle



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

Modules of inCust platform



Loyalty and rewards



Information 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



Best tools for fuel and energy operations

- Point of Sale (POS)
- Loyalty and Rewards
- Kiosk Information Panel
- Coupons and Certificates
- Prepaid Goods and Services
- Customer Database
- Information and Communications
- Fuel and Energy



Main instruments

- ○ Purchasing and receiving of fuel or energy via the mobile app or Kiosk for self-service
- ○ Advance sales and provision of fuel and energy using fuel accounts
- ○ Possibility to provide fuel and energy to corporate customers with post-payment
- ○ Operations don't require integration with an accounting or POS software



Fuel and charge stations

Best suits for:



**Gasoline and diesel
fueling stations**



**Natural gas fueling
stations**

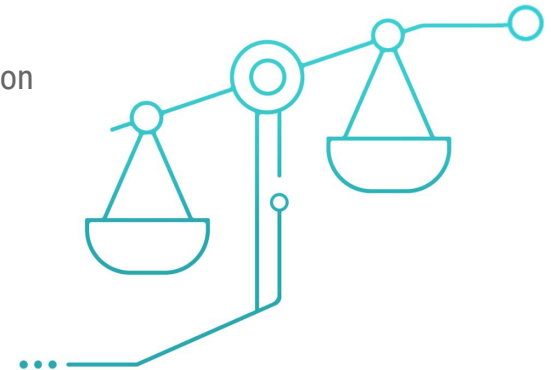


**Electric charging
stations**



Benefits for you

- Increase customer loyalty with a multifunctional and flexible loyalty program
- Promote additional products and services with coupons and certificates
- Inform customers about your offers through the Kiosk module
- Offer convenient ways to buy fuel without visiting the cash desk
- Sell prepaid fuel cards and prepaid supplementary goods and services
- Encourage customers to come back to you through direct communication and personalized offers
- Handle sales and payments with inCust POS software



Solutions for different business types in fueling

Business-to-Customer (B2C)

- Handling the sales process at cash desk, via Kiosk or e-shop
- Flexible loyalty program with powerful digital tools: mobile app, chatbot, feedback, omnichannel mailing
- Tools for customer engagement and retention: digital coupons, certificates, prepaid cards
- Collection of customer reviews and ratings

Business-to-Business-to-Customer (B2B2C)

- Conducting multi-level marketing campaigns, cross-marketing
- Financial clearance with partners and suppliers
- Rewarding customers for loyalty when working through a chain of distributors and dealers
- Digital coupons and certificates, sales of prepaid services and subscriptions

Business-to-Business (B2B)

- Coalition (joint) loyalty programs: no plastic, no extra equipment, no integration required
- Multilevel schemes of rewarding distributors and dealers
- Sale of inCust services as an optional product to B2B customers

Problems that we help to solve



How to make a customer's visit to the station as convenient as possible?



How to arrange advance sales of fuel using prepaid cards?



How to bring customers back and make them loyal to the business?



How to sell additional goods and services at the station?

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



Used modules

Fuel and Energy



- Digital fuel cards and coupons
- Corporate fuel accounts
- Fueling and charging of vehicles via the mobile app
- Control over fuel pumps and charging hardware

POS



- Processing of sales and payments: cash, cards, QR-codes, e-money, USSD payments
- Processing of payments without POS software
- Modification of checks
- Crediting and redeeming of bonus points
- Printing of checks
- Authentication of customers

Used modules

E-shop



- Processing of various types of payment
- Own e-shop
- Modification of checks
- Operations with coupons and gift sets
- Crediting and redeeming of bonus points

Loyalty and Rewards



- Loyalty Programs
- Rule designer
- Multilevel rewards for recommendations
- Personalized rewards

Used modules

Coupons and Certificates



- Coupons
- Certificates
- Gift sets
- Multilevel rewards for recommendations

Prepaid goods and services



- Digital prepaid cards
- One card can contain multiple customer accounts
- A card can contain goods and services as values
- Customizable limits of use of values on a card

Used modules

Kiosk information panel



- Information services
- Self-service operations, related to loyalty and rewards
- Self-service operations, related to coupons and certificates
- Self-service operations, related to sales
- Possibility to leave a rating or feedback

Information and Communications



- Sending of announcements or special offers
- Omnichannel communication: Push messages, chatbot, instant messaging, SMS, e-mail
- Multilingual messages
- Delivery scheduler

Customer database

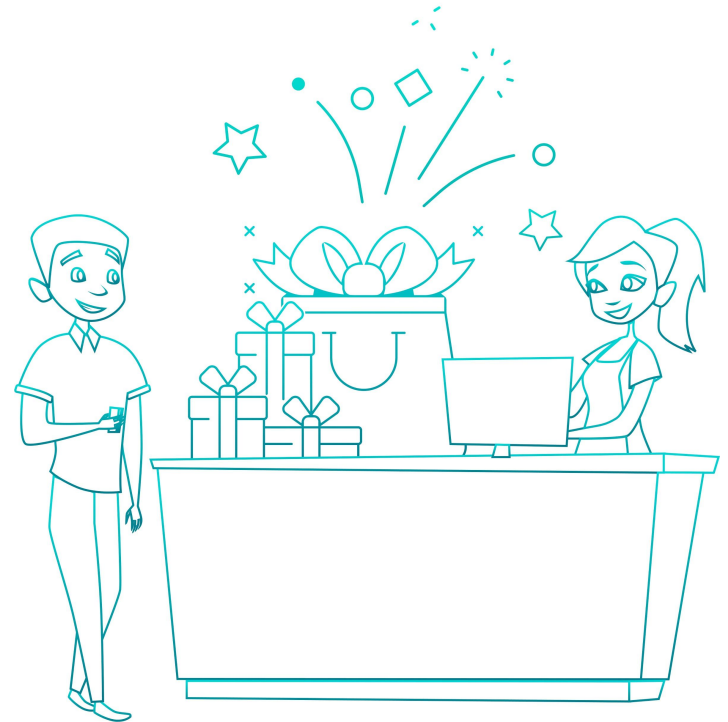


- Any number of external customer identifiers
- Import and export of raw data
- Setup of a questionnaire, private to the business
- GDPR compliance

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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