



Swiss knife for mass businesses

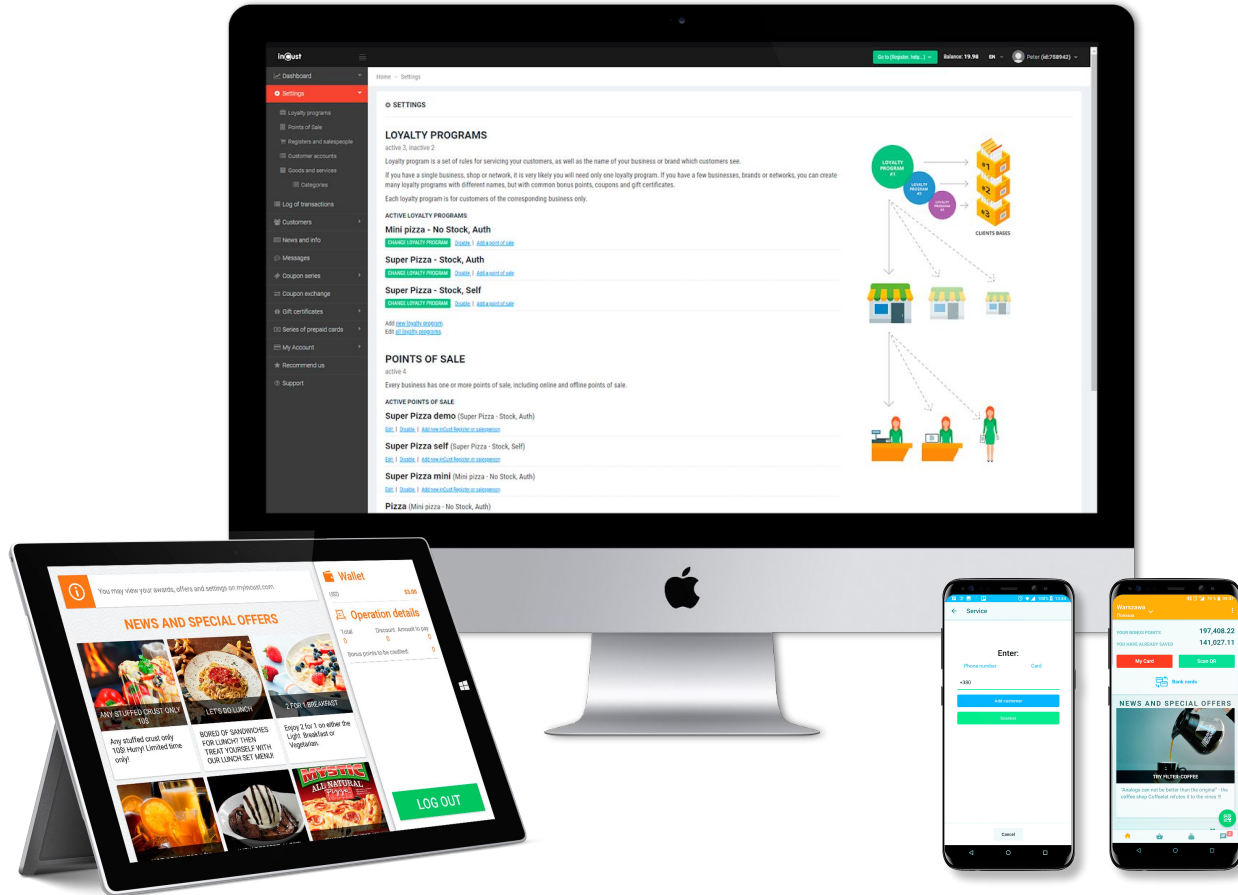
**FEATURES AND INSTRUMENTS**

**CUSTOMER INTERACTIONS AND LIFECYCLE  
MANAGEMENT PLATFORM**

# Customer Interactions and Lifecycle



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



# 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



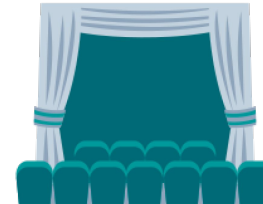
Car Services



Hotels



Recreation and Entertainment



Event management



# 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

# 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
<ul style="list-style-type: none"><li>• Banks</li><li>• Telecoms</li><li>• FMCG</li><li>• Shopping malls</li><li>• Fuel and charging business</li></ul>	<ul style="list-style-type: none"><li>• Retail</li><li>• Cafe and restaurants</li><li>• Recreation and entertainment</li><li>• Fuel and charging stations</li></ul>	<ul style="list-style-type: none"><li>• Local governments</li><li>• Shopping malls</li><li>• Banks and telecoms</li><li>• Charity organizations</li></ul>	<ul style="list-style-type: none"><li>• Local governments</li><li>• Charity organizations</li></ul>	<ul style="list-style-type: none"><li>• Retail</li><li>• FMCG</li><li>• Services</li><li>• Recreation and entertainment</li></ul>

# 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

# Modules of inCust platform



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



## Loyalty and Rewards

Gives you the powerful instruments for increasing customer satisfaction and loyalty, promoting goods and services, and rewarding customer activity

Most often used in the following industries:

Mass-market  
business



FMCG



Shopping Malls



Telecoms



Banks



## Instruments

- Loyalty programs

- Stimulation of customers

- Loyalty program rules

- Multi-level rewards for distribution

- Personalized rewards

- Digital stamps and punch cards

- iBeacon, geotargeting





## Kiosk Information panel

Lets your customers get a wide range of services by interacting with the tablet device with Kiosk software running on it. A tablet can be installed next to the cash desk, in the sales area or at the entrance to your point of sale

**Most often used in the following industries:**

**Mass-market  
business**



**Shopping Malls**



## Instruments

- ● Customer information services
- ● Self-service operations, related to loyalty and rewards
- ● Self-service operations, related to certificates and coupons
- ● Built-in online store (product catalog, shopping cart, choice of delivery methods, payment, status management etc.)
- ● Opportunity for the customers to vote or leave a feedback
- ● Customer surveys



## Point of Sale (POS)

Lets you process sales and orders, accept payments using a variety of methods, work with customer rewards and much more

**Most often used in the following industries:**

**Mass-market  
business**



**Shopping Malls**



## Instruments

- ○ Processing of sales using the Terminal mobile app for personnel, without third-party POS software
- ○ Accepting and processing of payments using different payment methods
- ○ Modification of pre-checks in accordance with predefined rules
- ○ Adding customers to the database with their consent
- ○ Crediting and redeeming of bonus points
- ○ Processing and issuance of coupons and coupon sets (gift certificates)
- ○ Offline operations with delayed synchronization



## E-shop

Let your customers place orders for goods and services, offered by your business, using the inCust app for customers and in the Customer Control Panel

**Most often used in the following industries:**

### Retail



### Fuel Stations



### Pharmacies



## Instruments



- ○ Accepting and processing of payments using different payment methods
- ○ Modification of orders in accordance with predefined rules
- ○ Processing and issuance of coupons and coupon sets (gift certificates)
- ○ Crediting and redeeming of bonus points
- ○ Support for multiple delivery methods
- ○ Ability to credit goods and services to goods accounts of a customer



## Coupons and Certificates

Gives you powerful instruments for both in-business activities and cross-business marketing. With the module, you can provide incentives to your customers and prospects in a handy, accountable way

**Most often used in the following industries:**

**Mass-market  
business**



**FMCG**



**Shopping Malls**



**Telecoms**



**Banks**



## Инструменти

Coupons

Certificates

Gift Sets

Coupons, certificates and gift sets can be distributed in digital or printed form or as QR codes

Multi-level rewarding of customers for distributing coupons, certificates and gift sets

Coupons, certificates and gift sets can have expiration date or not expire

Coupons may be provided based on certain rules

Coupons and certificates can be provided free of charge or in exchange for bonus points or other values on the customer account





# Prepaid goods and services

Gives you the set of tools for selling goods and services in advance and processing the sales

Most often used in the following industries:

**Restaurants  
and cafes**



**Pharmacies**



**Service  
industry**



**Car services**



**Recreation and  
entertainment**



**Transport and  
commuting**



# Instruments

- — — ● Digital prepaid cards with one or several customer accounts

- — — ● One card may contain different values (goods and services) from one or different businesses

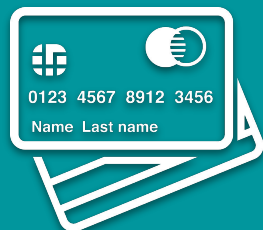
- — — ● Prepaid cards and values on customer accounts are anonymous and can be shared between users

- — — ● The use of prepaid goods or services can be restricted

- — — ● Prepaid cards can have expiration date or not expire

- — — ● Prepaid cards can be distributed in digital or printed form or as QR codes

- — — ● Mechanism for transparent clearance between partners

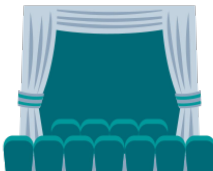


# Ticket Manager

Simplifies sales and validation of tickets in museums and exhibitions, entertainment events, transport, and services

**Most often used in the following industries:**

**Recreation and  
entertainment**



**Event  
management**



**Transport and  
commuting**



## Instruments

- Named and anonymous tickets
- Distribution and processing of tickets in digital and printed form, as text or QR codes
- Tickets for marketing activities or as rewards in loyalty and rewards management
- Processing of payments with many payment options



## 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



## 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



## Information and Communication

Stay in touch with your customers. Inform people about news and events, send individual or group offers and get feedback from customers

**Most often used in the following industries:**

**Mass-market  
business**



**FMCG**



**Telecoms**



**Banks**



## Instruments

- ● Delivery of news, announcements, and special offers
- ● Customer feedback and ratings
- ● Various ways to reach your customers: Push messages, chatbot, instant messaging, SMS, Email
- ● Multilingual messages
- ● Scheduling of message distribution
- ● News feed in mobile app, Control panel, and Kiosk





## Customer Database

The core of the customer lifecycle management platform, the database stores information about your customers and their activity



## Instruments



- Any number of external customer IDs
- Main customer information (name, age, phone number, email address)
- Additional fields, defined by each business for its needs
- Ability to add customers one at a time through web interface, POS software or through APIs
- Mass import of customers data from any source
- GDPR Compliance - ability to lock, correct or delete a customer account, tracking of customer consent
- Tracking of all transactions, made by the customers
- Set up of customer notifications about transactions via different communication channels
- Ability to filter customers and create custom customer groups. Filtration is useful for analysis and marketing activities
- Management of customer accounts. Customer accounts are used to track prepaid goods and services, user benefits, bonus points, or even money

# Platform Base Features

General features and functions of the customer lifecycle management platform

## Instruments:

- ○ Mobile app for customers
- ○ Web-based Control Panel for customers
- ○ Terminal application for business with different modes
- ○ Web-based Control Panel for business
- ○ Customer authentication by phone number, email address, QR code, external identifiers, etc.
- ○ Omnichannel customer communication (push messages, chatbots, instant messaging, SMS, email)
- ○ APIs available for all features of the inCust platform
- ○ Export of raw data for processing in Business Intelligence (BI) software



# 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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