

in@ust

Swiss knife for mass businesses

**FIND OUT WHAT YOUR
CUSTOMERS THINK**

**CUSTOMER INTERACTIONS AND LIFECYCLE
MANAGEMENT PLATFORM**

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

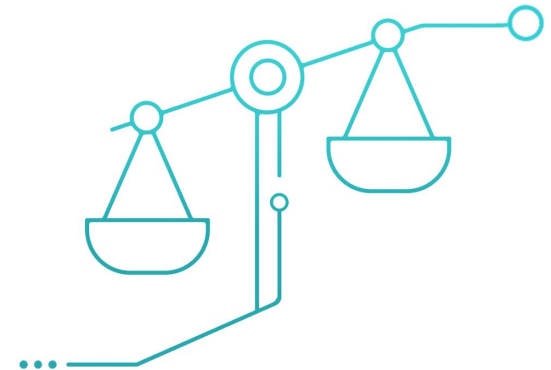
Benefit - Customer feedback

- ○ 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 - 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



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



Customer feedback - how to reach the customer

Welcome customers to leave a rating or feedback via



After sale: a message in SMS, chatbot, email or mobile app



After sale: a QR code on checks or receipts



During serving: a QR code within points of sale



During serving: a link on website or e-shop



Customer feedback - collection of ratings

Mobile app for customers



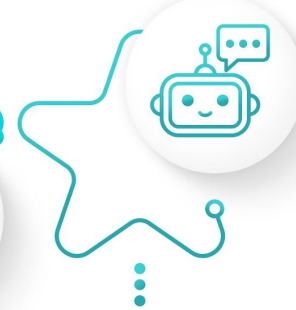
Customer control panel



Web site



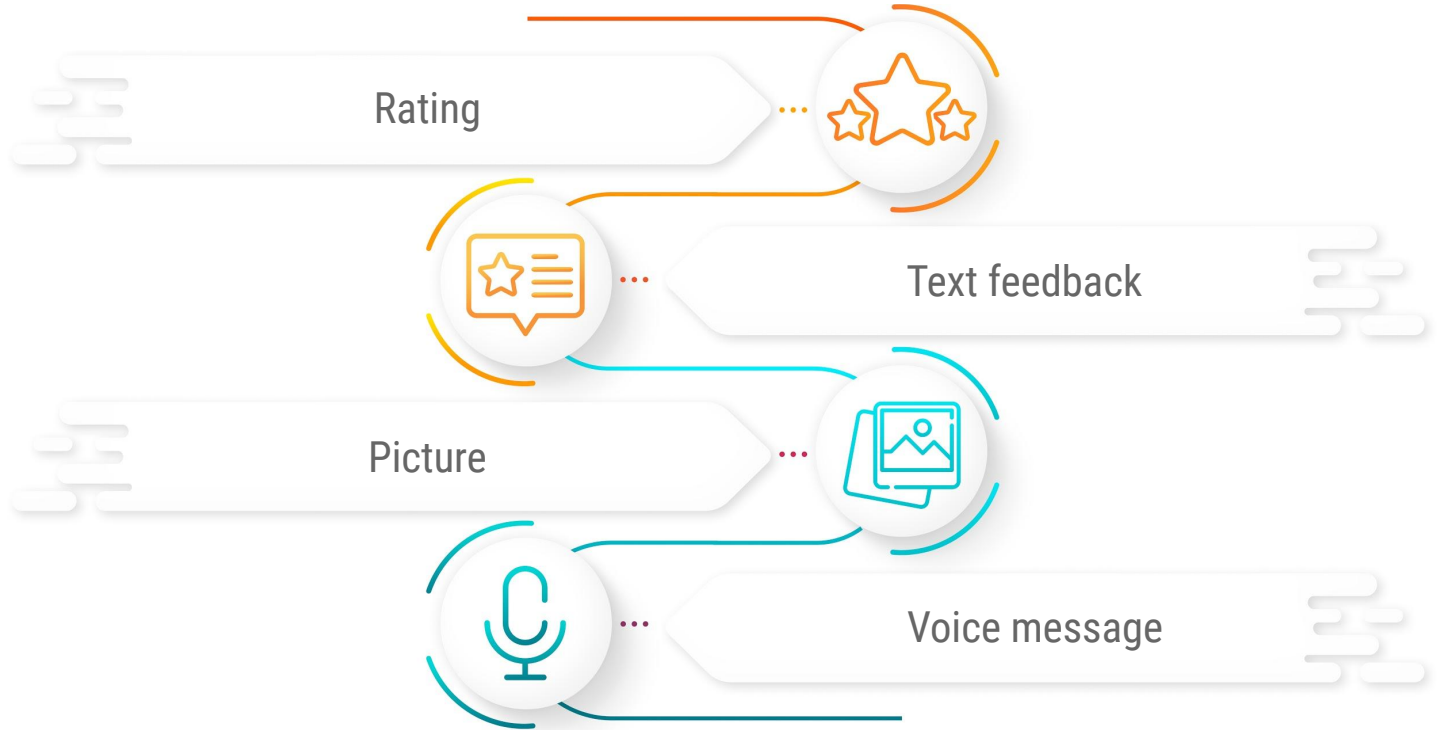
Chatbot



Kiosk



Customer feedback in various forms



Customer feedback - placement of QR codes

Printing on checks and receipts



Printing on tickets

Placement on tables and in supplementary areas

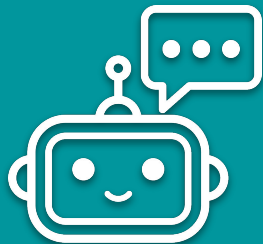


Placement at the cash desk or near the exit from points of sale



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



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



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

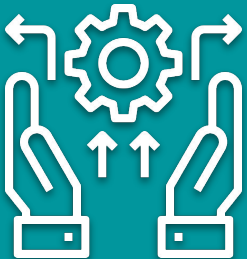
---○ Chatbot

---○ Collection of reviews and ratings from customers

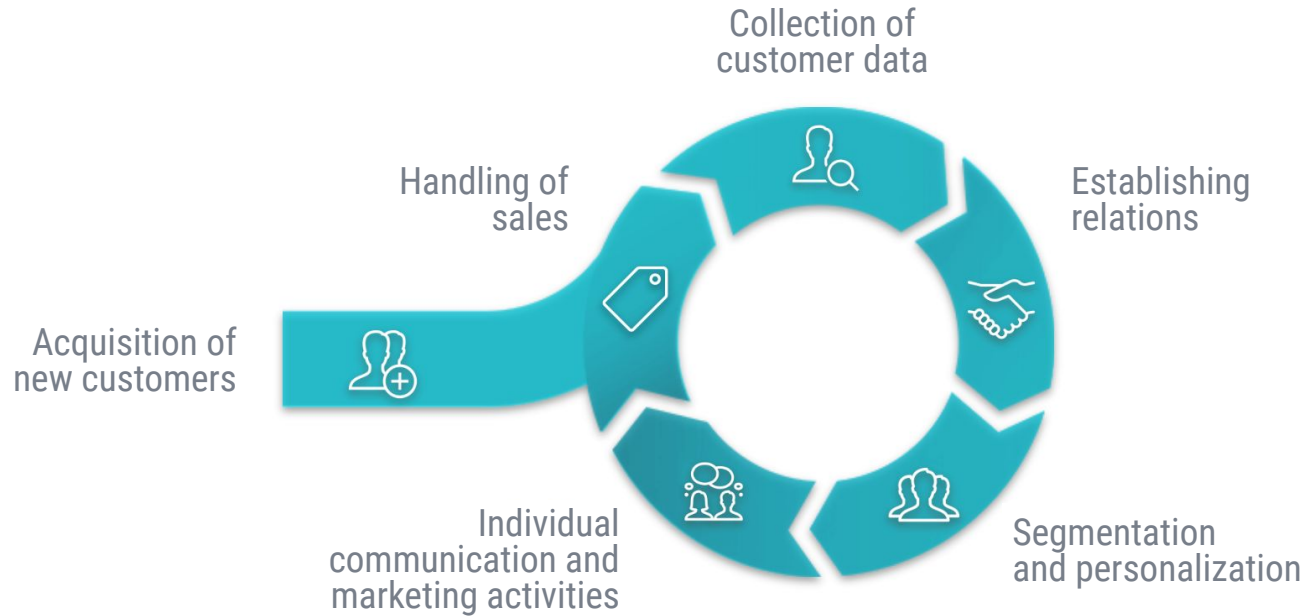
---○ Terminal, the app for personnel

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

---○ Ability to export data for analysis by external solutions



Customer Interactions and Lifecycle



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

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



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 account in the cloud
Quick and easy as 1-2-3



**FILL OUT SIMPLE
REGISTRATION FORM**

**SET UP SERVICE FOR
YOUR BUSINESS NEEDS**

**WELCOME CUSTOMERS
TO LEAVE RATINGS AND
FEEDBACK IN YOUR POINTS OF
SALE**

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



Information Panel / Kiosk

Lets your customers get a wide range of services by interacting with the tablet device with inCust Kiosk software 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

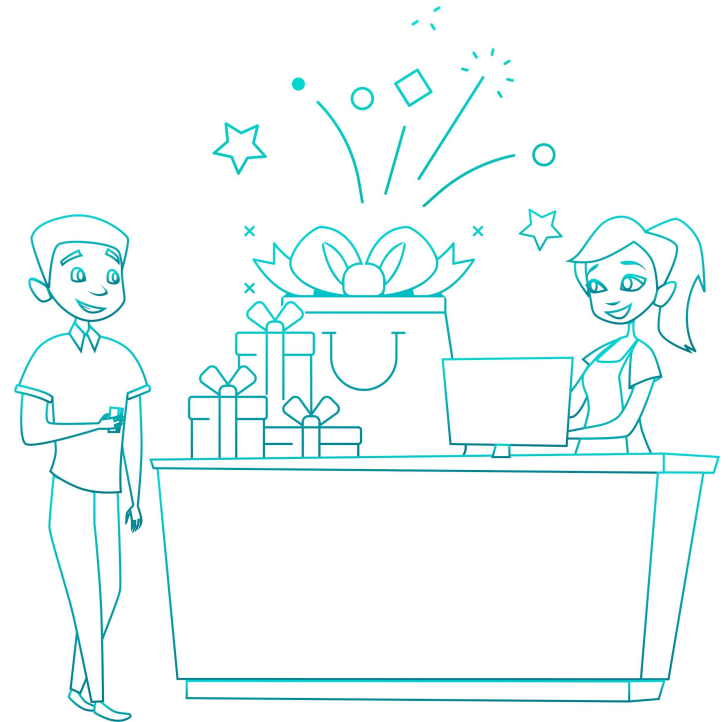
- ○ Opportunity for the customers to vote or leave a feedback
- ○ Customer surveys
- ○ Customer information services
- ○ Self-service operations, related to loyalty and rewards
- ○ Self-service operations, related to certificates and coupons
- ○ Built-in online store (product catalog, shopping cart,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



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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