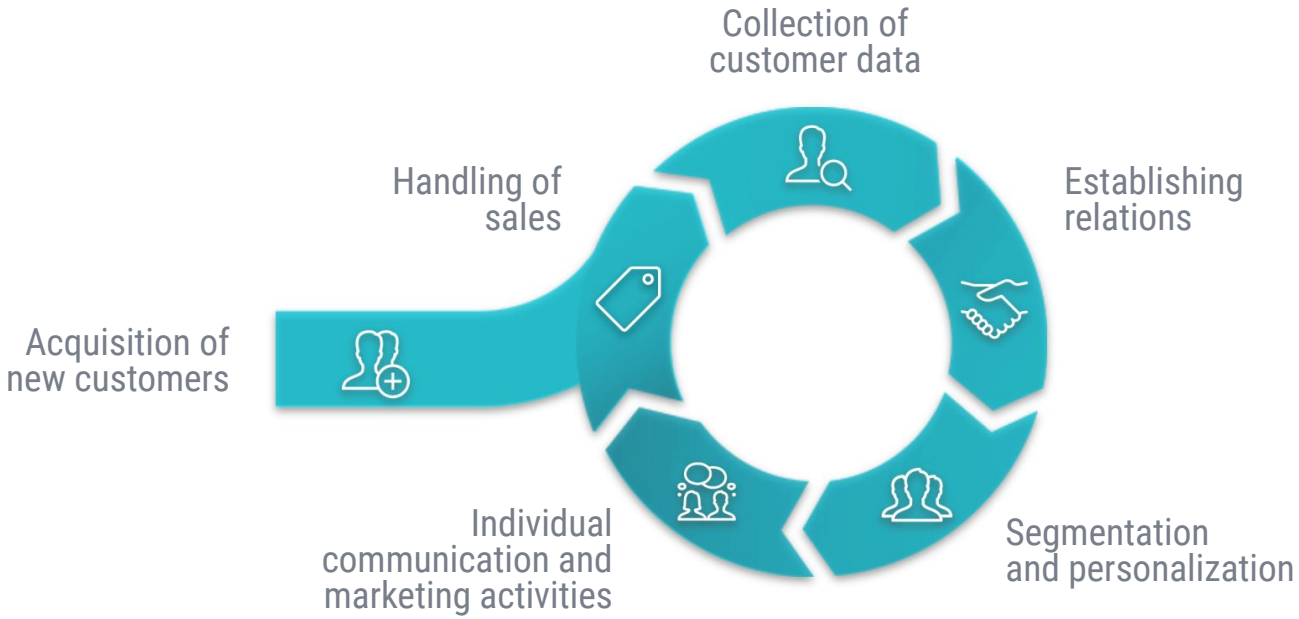
inCust

Swiss knife for mass businesses

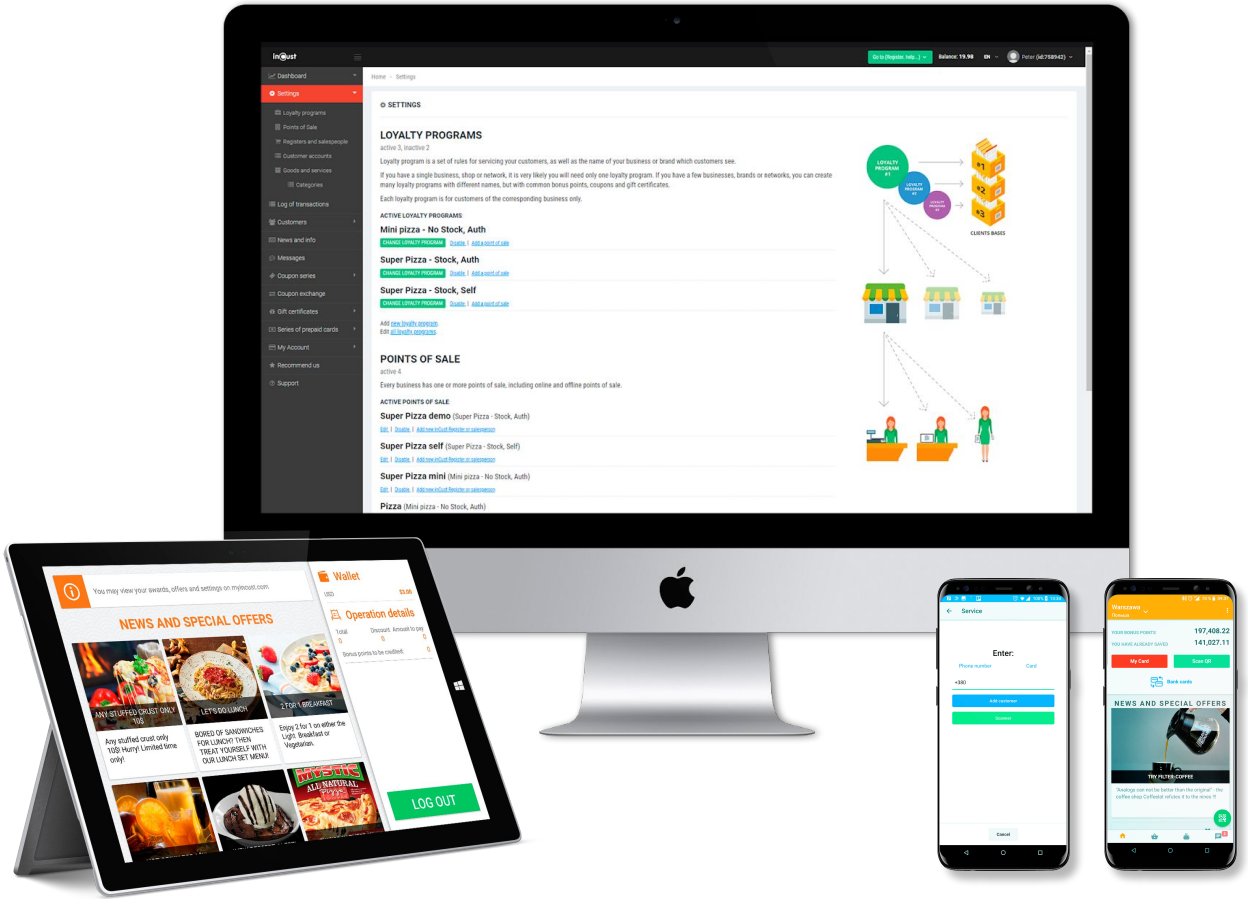
COMPLETE SOLUTION FOR CAFÉ AND RESTAURANTS

CUSTOMER INTERACTIONS AND LIFECYCLE MANAGEMENT PLATFORM

Customer Interactions and Lifecycle



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


SETTINGS
LOYALTY PROGRAMS
Mini pizza - No Stock, Auth
Super Pizza - Stock, Auth
Super Pizza - Stock, Self
POINTS OF SALE
Super Pizza demo (Super Pizza - Stock, Auth)
Super Pizza self (Super Pizza - Stock, Self)
Super Pizza mini (Mini pizza - No Stock, Auth)
NEWS AND SPECIAL OFFERS
Wallet
Operation details
LOG OUT
Service
Enter:
197,408.22
141,027.11
NEWS AND SPECIAL OFFERS

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

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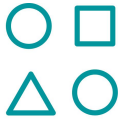
Key features

- 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

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

Cafe and restaurants

Best suits for:

Restaurants

Cafe

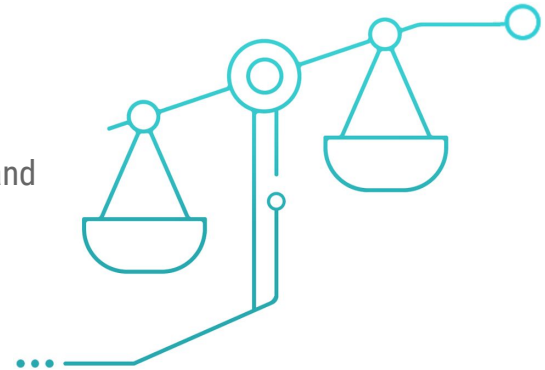
Fast-food

We offer the best tools

- Point of Sale (POS)
- Loyalty and Rewards
- Coupons and Certificates
- E-shop
- Customer Database
- Information and Communications

Benefits for you

- Increase loyalty of guests with a multifunctional and flexible loyalty program
- Help waiters serve guests faster with inCust software
- Attract new visitors with cross-promotions and by distributing coupons
- Arrange sales of on-the-go meals via the E-shop
- Get to know your guests more and create a customer database
- Authenticate guests without plastic cards
- Encourage guests 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 public food

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, customer feedback, omnichannel messaging
- Tools for guest engagement and retention: digital coupons, certificates, prepaid cards
- Collection of guest reviews and ratings

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

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

Problems that we help to solve

How to identify guests and track their choices?

Which software to choose for efficient service?

How to attract new guests to the restaurant?

How to get in touch with guests?

Used modules

POS

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

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

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

Used modules

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

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

Used modules

Information and Communications

- Sending of announcements or special offers
- Omnichannel communications: 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

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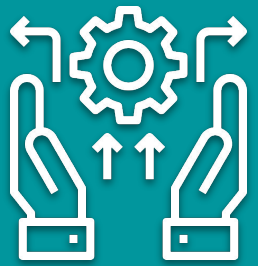
Unique features for your business

- 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



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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(Maxim Ronshin)