

The logo for in@ust features the word 'in@ust' in a white, lowercase, sans-serif font. The '@' symbol is stylized as a white circle with a white dot in the center, resembling an eye or a camera lens. The logo is set against a teal background.

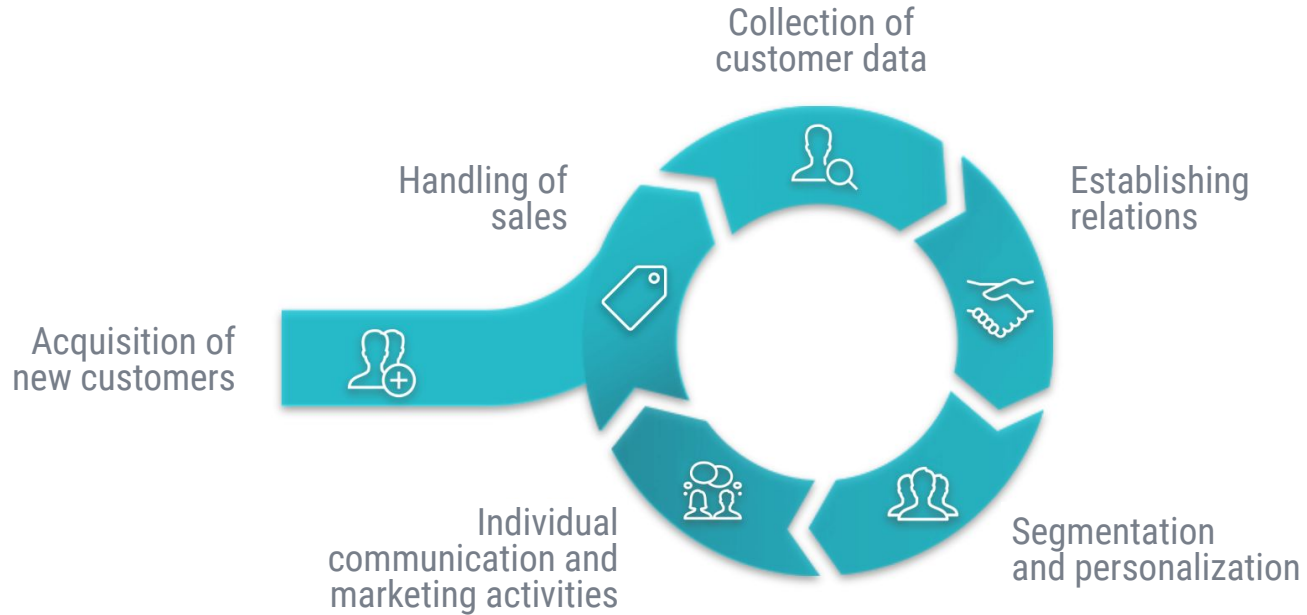
Swiss knife for mass businesses

An orange arrow pointing to the right, positioned between the teal background and the white background.

**COMPLETE SOLUTION FOR  
CHARITY  
ORGANIZATIONS**

**CUSTOMER INTERACTIONS AND LIFECYCLE  
MANAGEMENT PLATFORM**

# Customer Interactions and Lifecycle



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

**inGust** Settings

**LOYALTY PROGRAMS**  
active 0 business 2

Loyalty program is a set of rules for servicing your customers, as well as the name of your business or brand which customers see. If you have a single business, shop or network, it is very likely you will need only one loyalty program. If you have a few businesses, brands or networks, you can create many loyalty programs with different names, but with common bonus points, coupons and gift certificates.

Each loyalty program is for customers of the corresponding business only.

active loyalty programs

- Mini pizza - No Stock, Auth  
[View Loyalty Program](#) [Details](#) | [Add Asset to Sale](#)
- Super Pizza - Stock, Auth  
[View Loyalty Program](#) [Details](#) | [Add Asset to Sale](#)
- Super Pizza - Stock, Self  
[View Loyalty Program](#) [Details](#) | [Add Asset to Sale](#)

ADD NEW LOYALTY PROGRAM  
[GET ALL LOYALTY PROGRAMS](#)

**POINTS OF SALE**  
active 4

Every business has one or more points of sale, including online and offline points of sale.

ACTIVE POINTS OF SALE

- Super Pizza demo (Super Pizza - Stock, Auth)  
[Edit](#) | [Details](#) | [Add Asset to Sale](#)
- Super Pizza self (Super Pizza - Stock, Self)  
[Edit](#) | [Details](#) | [Add Asset to Sale](#)
- Super Pizza mini (Mini pizza - No Stock, Auth)  
[Edit](#) | [Details](#) | [Add Asset to Sale](#)
- Pizza (Mini pizza - No Stock, Auth)

**Diagram:** A flowchart showing 'LOYALTY PROGRAM #1' and 'ACTIVE POINT OF SALE' leading to 'CLIENTS BASE' (represented by blocks 1, 2, 3) and 'POINTS OF SALE' (represented by shop icons and staff icons).

You may view your awards, offers and settings on myinGust.com

**NEWS AND SPECIAL OFFERS**

- ANY STUFFED CRUST ONLY 10% OFF
- LETS GO DOLLAR
- 2 FOR 1 DREAMWEAT

Any stuffed crust only 10% off. Very limited time only!

BUY 1 GET 1 FREE SANDWICHES FOR LUNCH! FROM TODAY YOURSELF WITH OUR LUNCH SET MENU!

Enjoy 2 for 1 on either the Light, Fresh or Vegetarian.

MEATLESS ALL VEGAN PIZZAS

LOG OUT

**Wallet** \$100

**Operation details**

Total: \$100.00  
Discount: Amount to Cash: \$0.00  
Bonus points to be awarded: 0

Service

Enter:

Phone number:

+130

Call

Call number

Cancel

My Account

YOUR BALANCE POINTS: 197,408.22

YOUR CASHBACK POINTS: 141,027.11

My Card

Bank Cards

**NEWS AND SPECIAL OFFERS**

TRY THE NEW COFFEE

The single cup can be better than the regular one! This offer ends 03/31/2018. See the terms!

# 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

## Triangle charity

A set of projects have been implemented that aim to provide the financial support to local residents living near the war zone of the Donetsk and Lugansk regions.

Charity and humanitarian aid organizations lose a significant share of values being distributed due to ineffective control and accounting, especially in the socially unstable regions, areas with armed conflicts etc. The inCust platform allows such organizations to arrange reliable accounting and control over the distributed funds and goods, thus increasing the efficiency of the humanitarian aid.



“Actors  
in a sustainable  
and shared  
solidarity”

## Triangle charity - Implementation

- Processing of payments to beneficiaries
- Easy creation of multilevel coalition programs
- Transparent clearance with participants
- Full reporting about expenditure of values
- Omnichannel communication with beneficiaries: it is possible to send a message or a special offer to a group of people via SMS or Push messages
- Mobile app (iOS, Android)



# 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

# Charity organizations

**Best suits for:**



**Charity foundations**



**Humanitarian aid  
organizations**



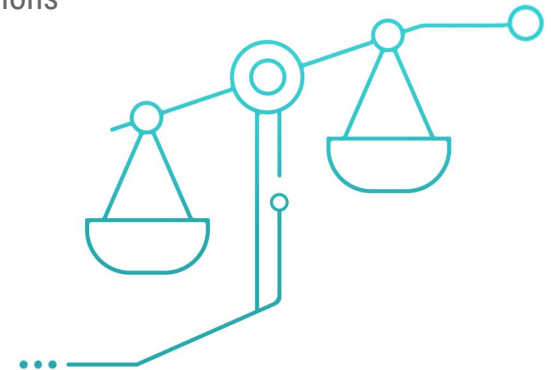
# We offer the best tools

- Prepaid Goods and Services
- Information and Communications
- Customer Database
- Coupons and Certificates

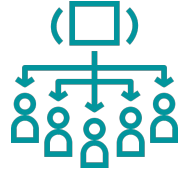


# Benefits for you

- Transparent distribution of charity benefits
- Control over expenditure of distributed values with the Prepaid Goods instrument
- Distribution of prepaid cards that include local goods and services
- Ability to communicate with recipients using omnichannel communications



# Problems that we help to solve



Ensure fair distribution of humanitarian aid



Analysis of consumption and forecasting of needs for certain goods or services



Preventing the loss and theft of distributed values on their way to recipients

# 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

## 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



## 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

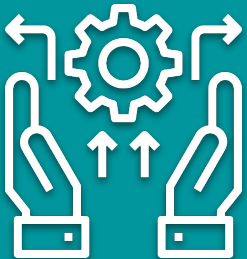
--- ○ Chatbot

--- ○ Collection of reviews and ratings from customers

--- ○ Terminal, the app for personnel

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

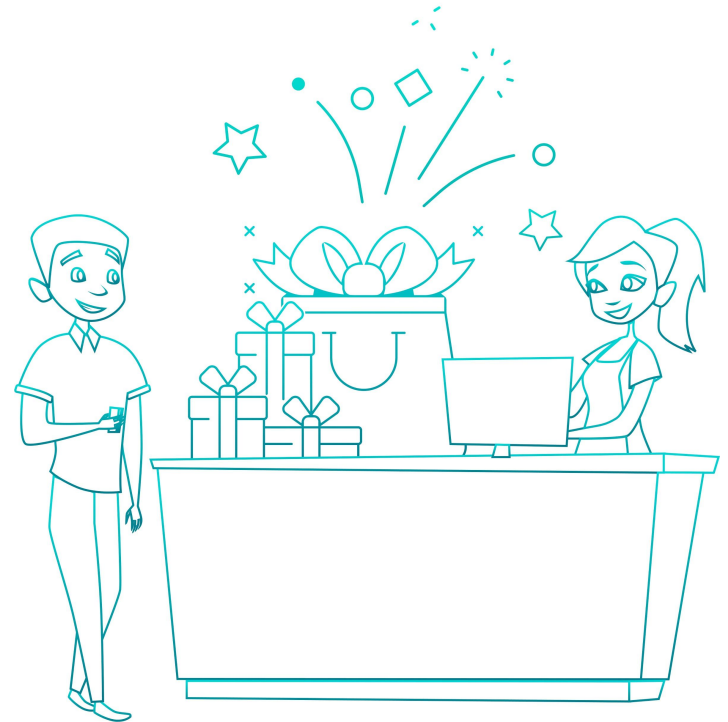
--- ○ Ability to export data for analysis by external solutions



# 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

# inCust Ltd.

20-22 Wenlock Road  
N1 7GU, London, UK

## Sales questions:

E-mail: [sales@incust.com](mailto:sales@incust.com)

Phone: **(+1) 804.404.9539** (US)

or **+44 (800) 060-8424** (UK)

Live Chat: <https://incust.com/livechat/>

## General enquiries:

Email: [management@incust.com](mailto:management@incust.com)

Phone, Viber, WhatsApp: **+380 50 506 7999**

Skype: **maximronshin**

(Maxim Ronshin)

