

# in@ust

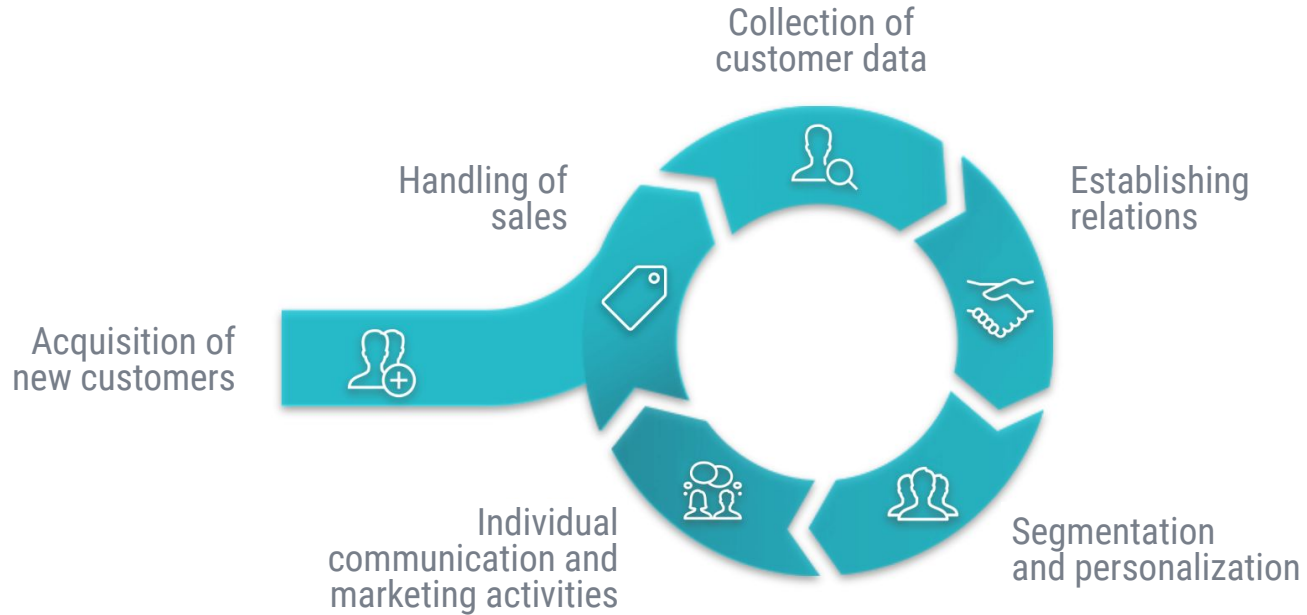
Swiss knife for mass businesses

**COMPLETE  
FOR HOTELS**

**SOLUTION**

**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

Business 2 Balance: 19.98

**LOYALTY PROGRAMS**  
active: 2 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](#)

**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 new inGust device or payment](#)
- Super Pizza self (Super Pizza - Stock, Self)  
[Edit](#) | [Details](#) | [Add new inGust device or payment](#)
- Super Pizza mini (Mini pizza - No Stock, Auth)  
[Edit](#) | [Details](#) | [Add new inGust device or payment](#)
- 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 1-3). Below, it shows three storefronts and two service counters, with arrows indicating the flow of the loyalty program across these points of sale.

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 PIZZA

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 BEST COFFEE

The single cup can be better than the regular! 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

# 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



# 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

# Hotels

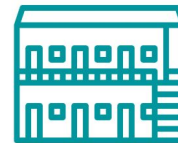
Best suits for:



Hotels



Campings



Motels



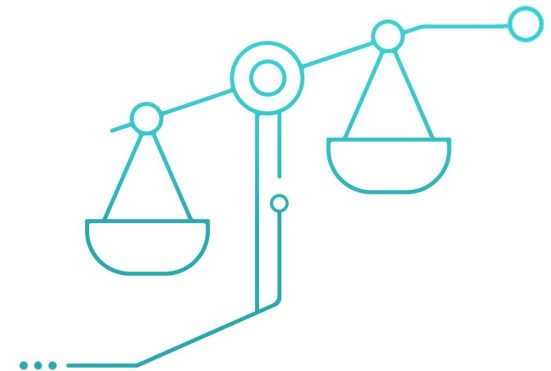
# We offer the best tools

- Point of Sale (POS)
- Coupons and Certificates
- Prepaid Goods and Services
- Customer Database
- Information and Communications



# Benefits for you

- Use coupons and certificates to encourage the purchase of additional goods and services
- Reward your guests for recommending your hotel with a multi-level referral system
- Collaborate with other businesses for cross-promotion using inCust tools
- Handle sales of services and products with inCust POS software
- Allow guests to discover interesting deals on their own using the Kiosk self-service module



# Solutions for different business types in hotels

## 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

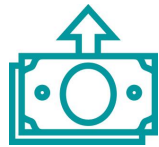
## Problems that we help to solve



How do I encourage guests to recommend my hotel to others?



How do I provide the best service to guests?



How do I sell additional products and services?



How do I interact with other businesses to cross-promote services?

# 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

## Coupons and Certificates



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



# 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

## 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

## 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

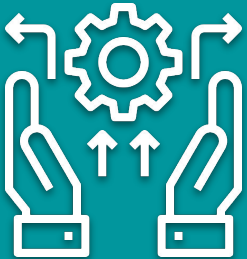
--- ○ Chatbot

--- ○ Collection of reviews and ratings from customers

--- ○ Terminal, the app for personnel

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

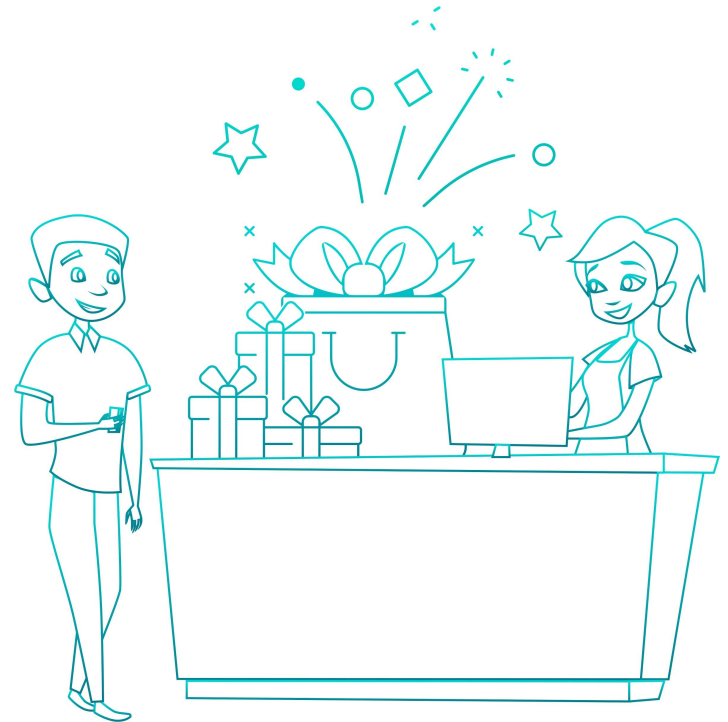
--- ○ Ability to export data for analysis by external solutions



# 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.

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(Maxim Ronshin)

