



Swiss knife for mass businesses

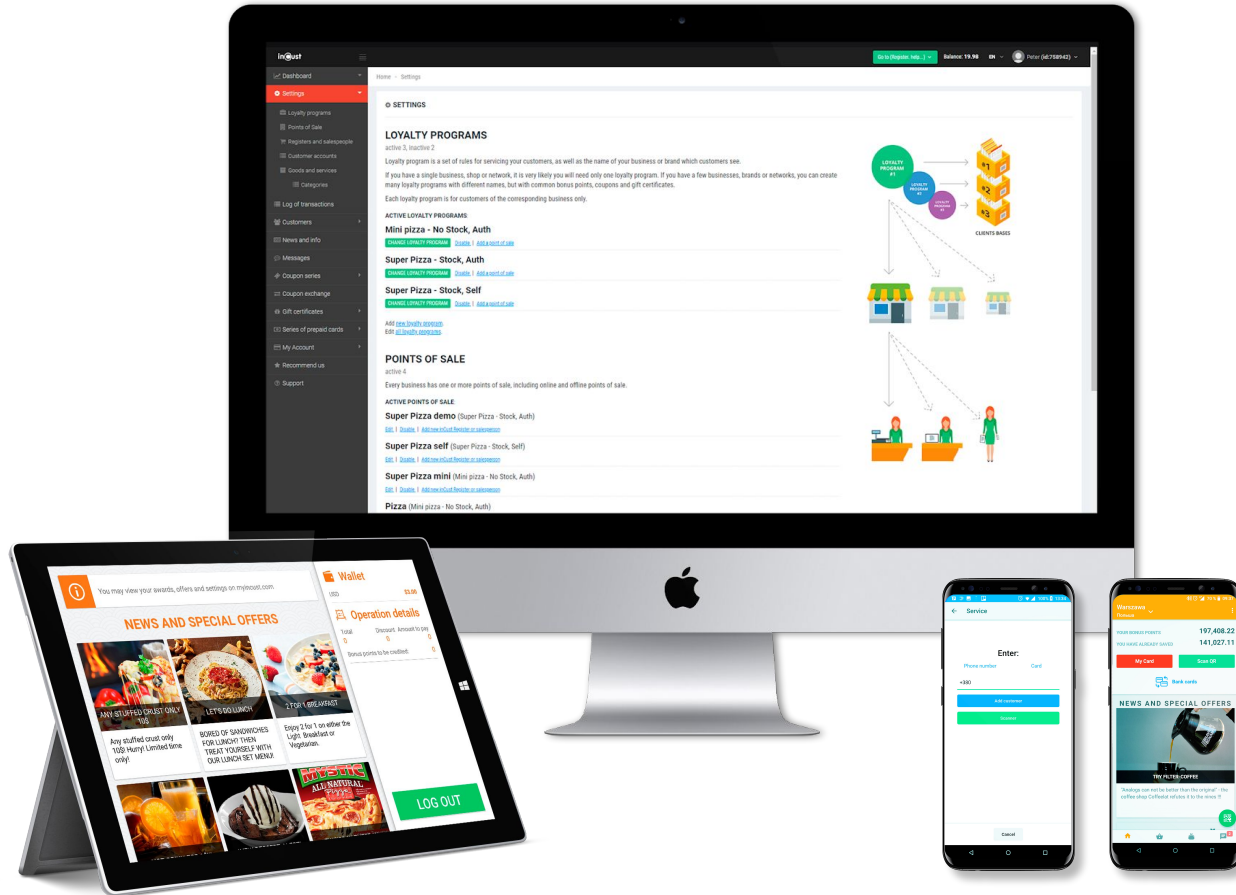
**COMPLETE SOLUTION FOR
LOCAL GOVERNMENTS**

**CUSTOMER INTERACTIONS AND LIFECYCLE
MANAGEMENT PLATFORM**

Customer Interactions and Lifecycle



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



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

Lviv city card



inCust has partnered with Lviv municipal government to run the **Lviv City Card** project. This is the traveller's card that allows free use of city transport, get free tours and discounts from popular Lviv services.

City card - implementation

- Cloud-based quick processing and card constructor
- Instruments for identification of digital cards
- Full reports about the use of cards
- Mobile app (Android, iOS)
- All city residents can use their phone number as the digital resident card
- Omnichannel communication with users: it is possible to send a message or a special offer to a group of users via SMS or Push messages
- User feedback



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

Local governments

Best suits for:



**Community
management**



Local governments



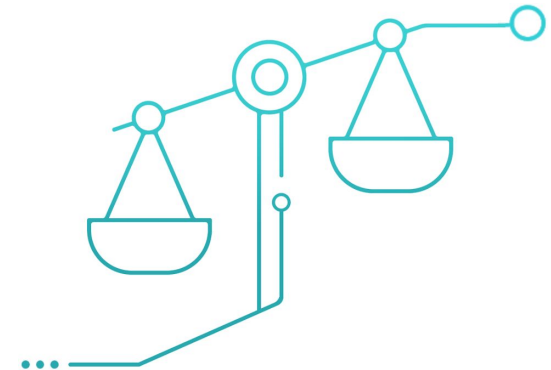
We offer the best tools

- Point of Sale (POS)
- Loyalty and Rewards
- Prepaid Goods and Services
- Coupons and Certificates
- E-shop
- Information and Communications
- Ticket Manager
- Customer Database



Benefits for you

- Create a powerful coalition (joint) loyalty program for local businesses
- Distribute prepaid cards that include local goods and services
- Provide public transportation tickets to residents and guests
- Attract visitors to city museums and exhibitions
- Talk with guests using omnichannel communications
- Sell goods and services via the E-shop
- Handle sales and payments with inCust POS software
- Validate tickets using the dedicated software for ticket processing by inCust



Interaction of local government with business and citizens

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

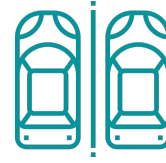
Business-to-Business (B2B)

- 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 we encourage more tourists and visitors to visit local attractions?



How do we ensure fair parking conditions for local residents and guests?



How do we arrange daily commuting comfort for those using public transport?

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

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

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

Ticket Manager



- Named and anonymous tickets
- Issuing and validation of tickets
- In electronic, printed forms, or as a QR code
- Processing of payments with multiple payment options

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

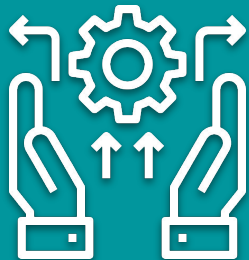
- — — ● Chatbot

- — — ● 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

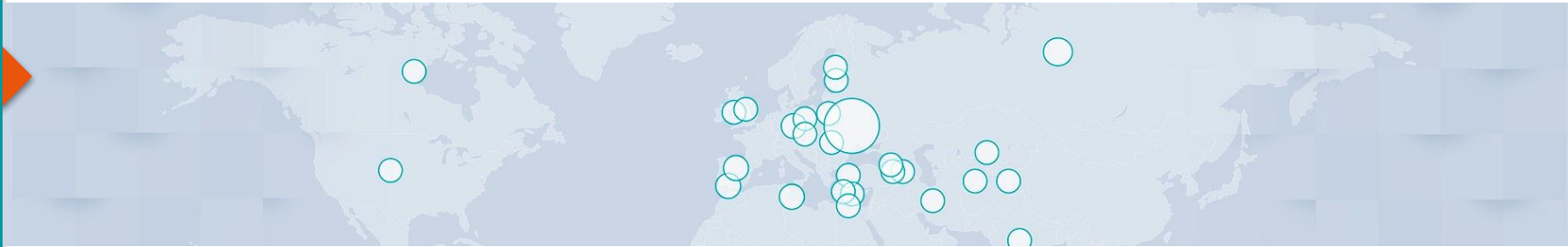
Help mass businesses deliver a pleasant shopping experience to customers

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

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