



Swiss knife for mass businesses

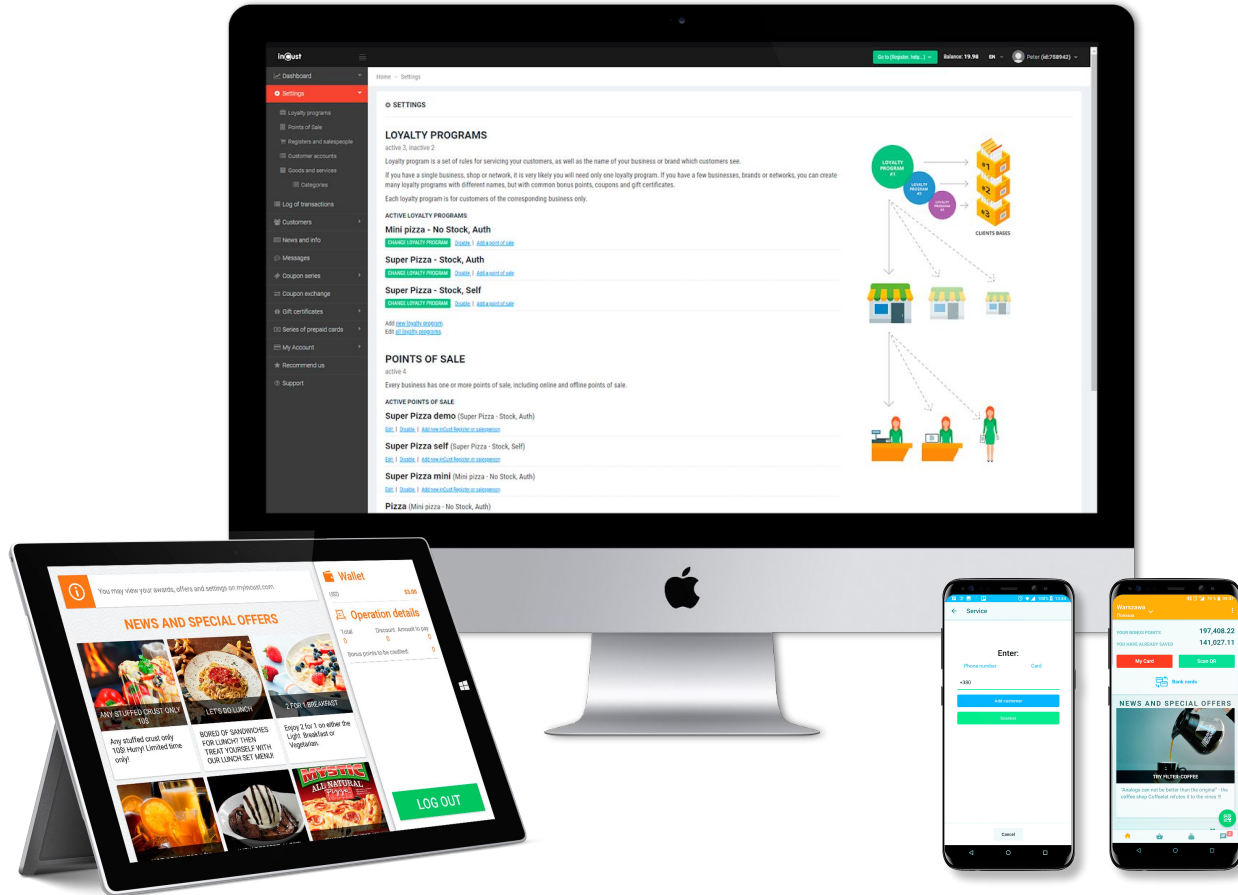
**COMPLETE SOLUTION FOR  
SERVICES OF ALL KINDS**

**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

# inCust SaaS

(cloud service)

Setup your **CLM** in the cloud  
Quick and easy as **1-2-3**









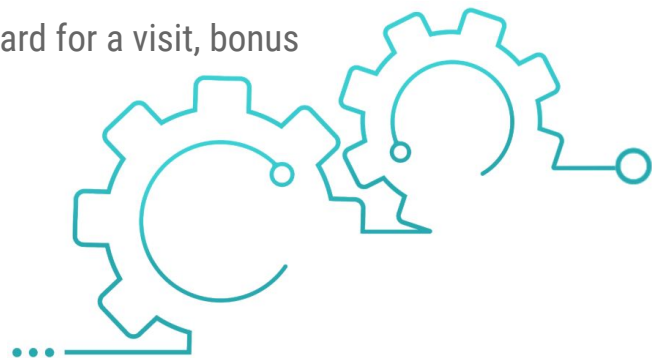
**FILL OUT SIMPLE  
REGISTRATION FORM**

**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

## Services

**Best suits for:**



**Hair salons**



**Spa and beauty  
salons**



**Pet care**



**Gyms and sport  
studios**



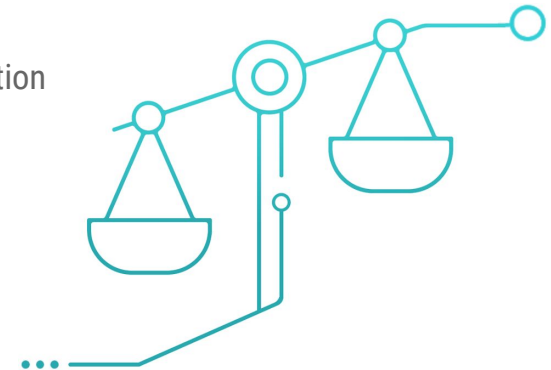
# We offer the best tools

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



# Benefits for you

- Increase customer loyalty with a multifunctional and flexible loyalty program
- Attract new customers with cross promotions, rewards and gift sets
- Sell services via the E-shop
- Get to know your customers and build a customer database
- Help customers return by offering subscriptions and prepaid services
- Invite customers to use your services again through direct communication and personalized offers
- Handle sales and payments with inCust POS software



# Solutions for different business types in service business

## 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 bind existing customers to my business?



How do I process prepaid transactions?



How do I get in touch with my customers?



How do I reward my customers for loyalty without direct discounts?

# 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

## 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

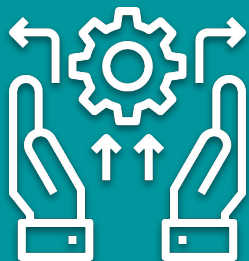
- — — ● Chatbot

- — — ● 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

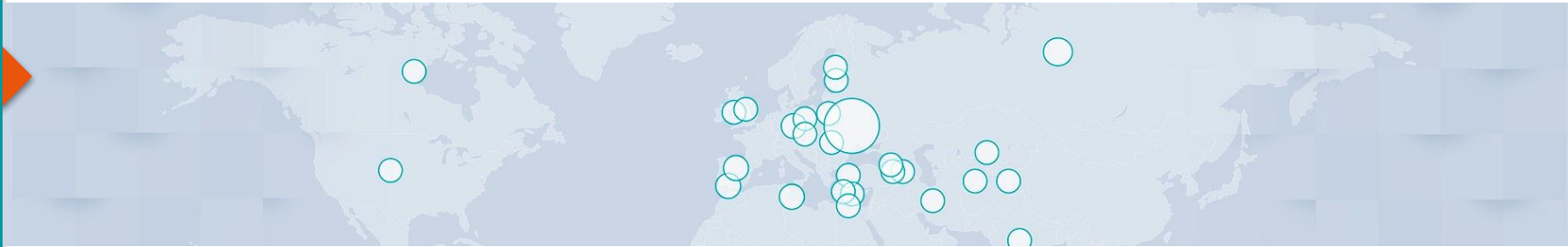
**Help mass businesses deliver a pleasant shopping experience to customers**

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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