

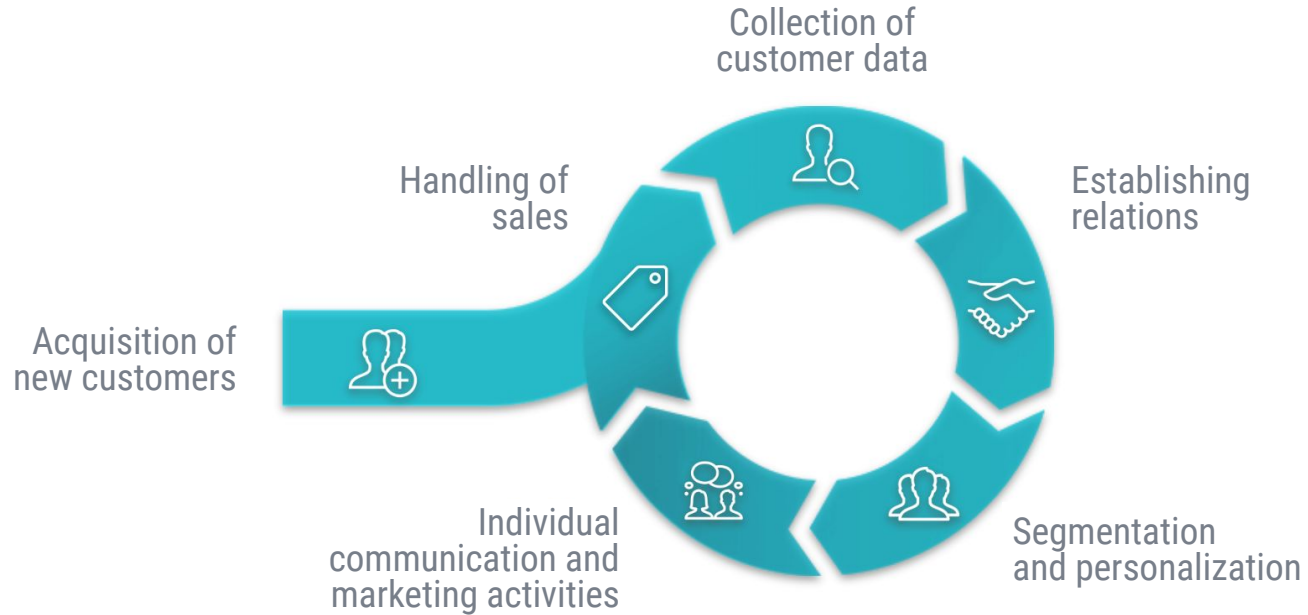
in@ust

Swiss knife for mass businesses

**COMPLETE SOLUTION
FOR SHOPPING MALLS**

**CUSTOMER INTERACTIONS AND LIFECYCLE
MANAGEMENT PLATFORM**

Customer Interactions and Lifecycle



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

Settings

- Dashboard
- Settings
- Loyalty programs
- Points of Sale
- Registers and salespeople
- Customer accounts
- Coupons and services
- Categories
- Log of transactions
- Customers
- News and info
- Messages
- Coupon series
- Coupon exchange
- QR certificates
- Series of prepaid cards
- My Account
- Recommend us
- Support

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 salesperson](#)
- Super Pizza self (Super Pizza - Stock, Self)
[Edit](#) | [Details](#) | [Add new inGust device or salesperson](#)
- Super Pizza mini (Mini pizza - No Stock, Auth)
[Edit](#) | [Details](#) | [Add new inGust device or salesperson](#)
- Pizza (Mini pizza - No Stock, Auth)

CLIENTS BASE

Diagram illustrating the relationship between Loyalty Programs (LP #1, LP #2, LP #3) and Points of Sale (POS #1, POS #2, POS #3) leading to a Clients Base.

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 DREAMWAVE

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

BUY 2 OF SANDWICHES FOR LUNCH! THEN TREAT YOURSELF WITH OUR LUNCH SET MENU!

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

MEATSAVING ALL NATURAL 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

197,408.22

141,027.11

My Card

Send QR

Bank cards

NEWS AND SPECIAL OFFERS

THE ALTBIE COFFEE

The Altbie can not be better than the original! This offer is only available for the store!

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

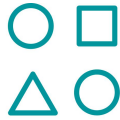


UP TO TWO WEEKS

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

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

Shopping malls

- ○ Single loyalty program for all businesses in the mall
- ○ Access to analytics
- ○ Customized solutions for shopping malls



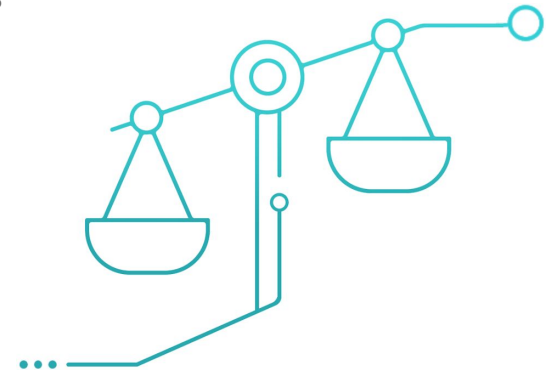
We offer the best tools

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



Benefits for you

- Offer stores in the mall a versatile and flexible loyalty program
- Let customers help themselves using the Kiosk Information panel
- Attract new customers with high-tech solutions (Kiosk, iBeacon, in-app map of the mall)
- Personalize your marketing offers to increase their efficiency
- Get rid of plastic cards by providing alternative authentication methods
- Talk one-on-one with customers using omnichannel communications
- Allow companies to process sales and payments using inCust POS software



Solutions for different business types in shopping malls

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



Difficulties in building a customer database



The need for out-of-the-box customer channels



How can I make shopping fun for customers at all stores of the mall?

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

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

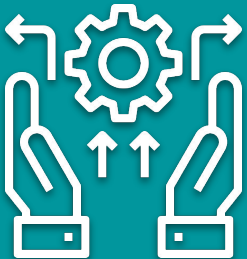
---○ Chatbot

---○ 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

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(Maxim Ronshin)

