



Swiss knife for mass businesses



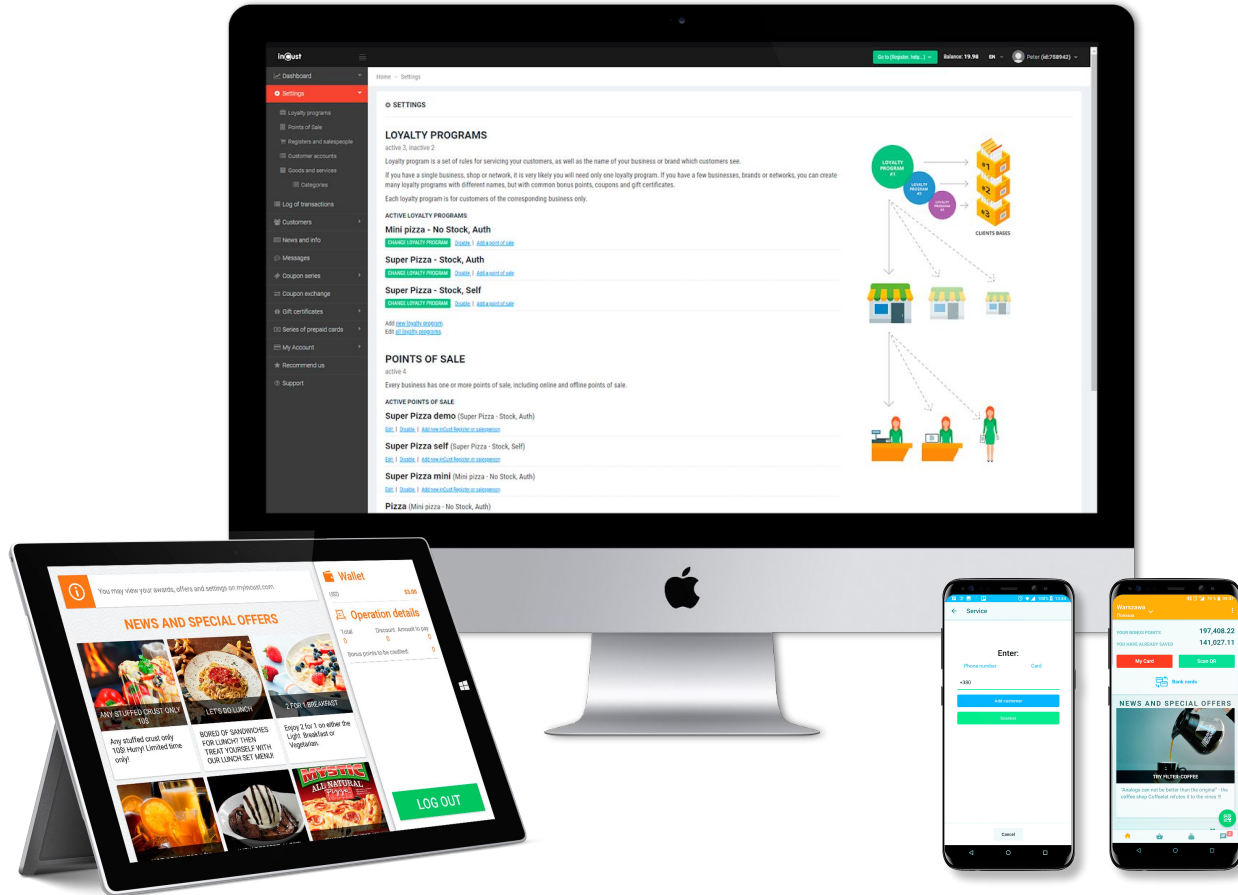
**COMPLETE SOLUTION  
FOR TRANSPORT AND  
COMMUTE BUSINESSES**

**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

# 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



## Transportation and mass commute

**Best suits for:**



**City commute**



**Intercity transport**



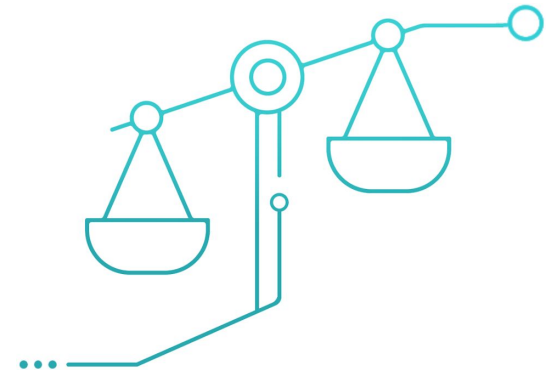
# We offer the best tools

- 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 functional and flexible loyalty program to reward loyal passengers
- Validate tickets using the dedicated software for ticket processing by inCust
- Sell tickets and supplementary goods and services (also via e-shop)
- Handle sales and payments with inCust POS software
- Talk with passengers using omnichannel communications



# Solutions for different business types in transportation and mass commute

## 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, customer feedback, omnichannel messaging
- Tools for guest engagement and retention: digital coupons, certificates, prepaid cards
- Collection of guest reviews and ratings

## Business-to-Business-to-Customer (B2B2C)

- Conducting multi-level marketing campaigns, cross-marketing
- Financial clearance with partners and suppliers
- Rewarding guests for loyalty when working through a chain of distributors and dealers
- Digital coupons and certificates, sales of prepaid services and subscriptions

## Problems that we help to solve



How to sell and validate tickets easily?



Lack of communication with passengers for messaging and marketing



The need to pre-sell additional goods and services to passengers



How to reward regular passengers?

# 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



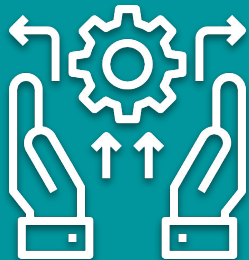
Terminal, the app for personnel



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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