

The logo for in@ust features the word 'in@ust' in a white, lowercase, sans-serif font. The '@' symbol is stylized as a white circle with a white dot in the center, creating a unique visual element. The logo is set against a teal background.

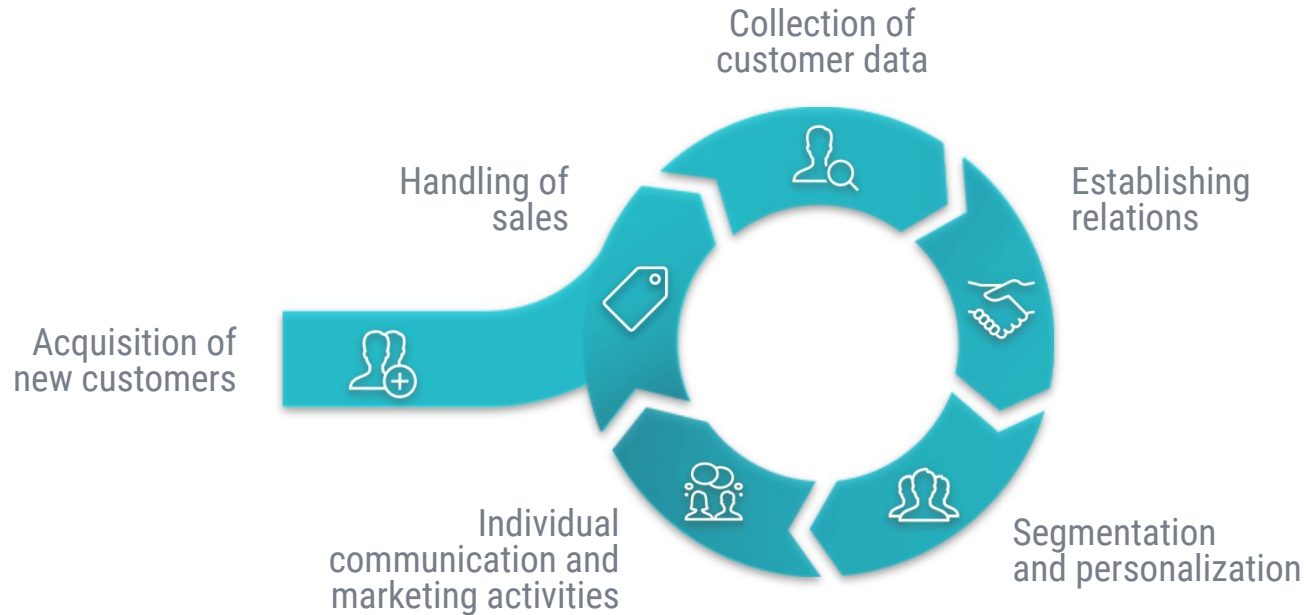
Swiss knife for mass businesses

An orange arrow pointing to the right, positioned between the teal background and the white background.

**COMPLETE SOLUTION FOR  
CHARITY  
ORGANIZATIONS**

**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: 3 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](#)

ADD new loyalty program  
GET all loyalty programs

**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)  
[Get](#) | [Details](#) | [Add new to Cust. Device or Appscreen](#)
- Super Pizza self (Super Pizza - Stock, Self)  
[Get](#) | [Details](#) | [Add new to Cust. Device or Appscreen](#)
- Super Pizza mini (Mini pizza - No Stock, Auth)  
[Get](#) | [Details](#) | [Add new to Cust. Device or Appscreen](#)
- Pizza (Mini pizza - No Stock, Auth)

**Diagram:** A flowchart showing 'LOYALTY PROGRAM #1' and 'LOYALTY PROGRAM #2' leading to 'CLIENTS BASE' (represented by blocks 1, 2, 3). Below, it shows three storefronts and two service counters, with arrows indicating the flow of loyalty programs to 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 TOP 1 CREW MEAT

Any stuffed crust only 10% off! Limited time only!

BUY 6 OF SANDWICHES FOR LUNCH! THEN TREAT YOURSELF WITH OUR LUNCH SET MENU!

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

MEATSAVING ALL NATURAL PIZZA

LOG OUT

**Wallet** \$100

**Operation details**

Discount: Amount to Get 0%

Total 0%

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 is only available while the store is open!

# 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

## Triangle charity

A set of projects have been implemented that aim to provide the financial support to local residents living near the war zone of the Donetsk and Lugansk regions.

Charity and humanitarian aid organizations lose a significant share of values being distributed due to ineffective control and accounting, especially in the socially unstable regions, areas with armed conflicts etc. The inCust platform allows such organizations to arrange reliable accounting and control over the distributed funds and goods, thus increasing the efficiency of the humanitarian aid.



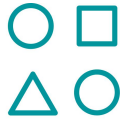
“Actors  
in a sustainable  
and shared  
solidarity”

## Triangle charity - Implementation

- Processing of payments to beneficiaries
- Easy creation of multilevel coalition programs
- Transparent clearance with participants
- Full reporting about expenditure of values
- Omnichannel communication with beneficiaries: it is possible to send a message or a special offer to a group of people via SMS or Push messages
- Mobile app (iOS, Android)



# 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

# Charity organizations

**Best suits for:**



**Charity foundations**



**Humanitarian aid  
organizations**



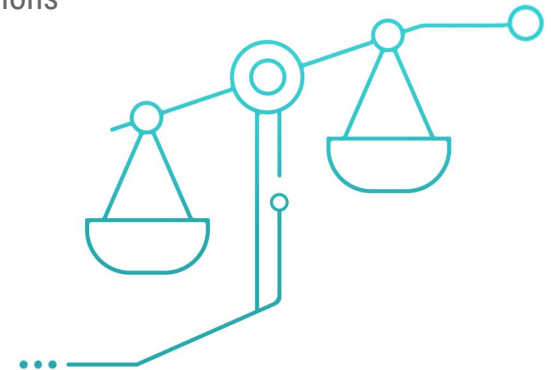
# We offer the best tools

- Prepaid Goods and Services
- Information and Communications
- Customer Database
- Coupons and Certificates

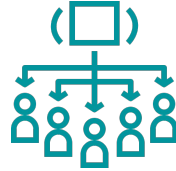


# Benefits for you

- Transparent distribution of charity benefits
- Control over expenditure of distributed values with the Prepaid Goods instrument
- Distribution of prepaid cards that include local goods and services
- Ability to communicate with recipients using omnichannel communications



# Problems that we help to solve



Ensure fair distribution of humanitarian aid



Analysis of consumption and forecasting of needs for certain goods or services



Preventing the loss and theft of distributed values on their way to recipients

# 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

## 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

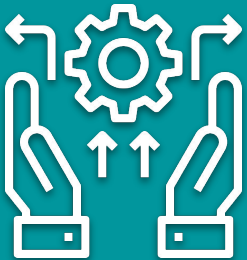
--- ○ Chatbot

--- ○ 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



# Modules of inCust platform



Loyalty and rewards



Informational Panel /  
Kiosk



Point of Sale (POS)



E-shop



Coupons and  
Certificates



Prepaid Goods and  
Services



Ticket Manager



Information and  
Communications



Fuel and Energy



Customer Database



Platform Base Features



# Loyalty and Rewards

Gives you the powerful instruments for increasing customer satisfaction and loyalty, promoting goods and services, and rewarding customer activity

Most often used in the following industries:

Mass-market  
business



FMCG



Shopping Malls



Telecoms



Banks

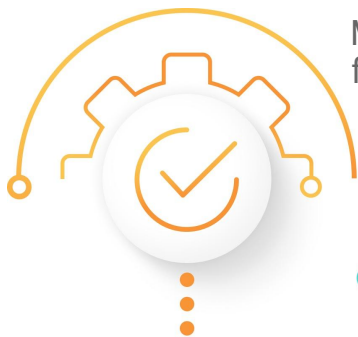


## Instruments

- ○ Loyalty programs
- ○ Stimulation of customers
- ○ Loyalty program rules
- ○ Multi-level rewards for distribution
- ○ Personalized rewards
- ○ Digital stamps and punch cards
- ○ iBeacon, geotargeting



## Opportunities for B2B business



Coalition (joint) loyalty programs: no need for plastic cards, extra equipment, mandatory integration

Multi-level reward schemes for distributors and dealers



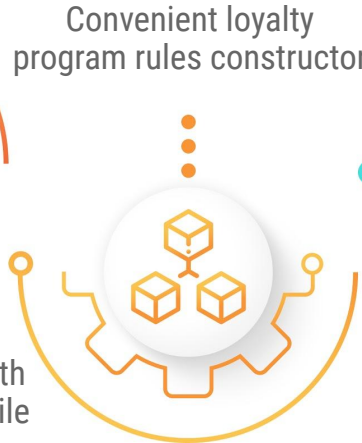
Reselling of inCust services as an optional product to B2B clients



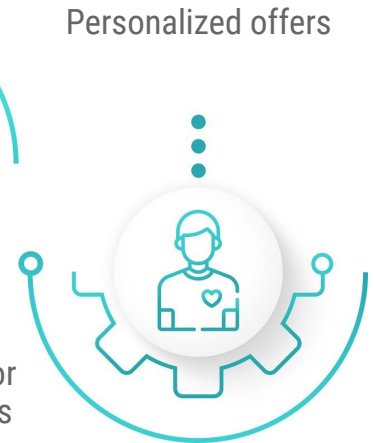
# Opportunities for B2C business



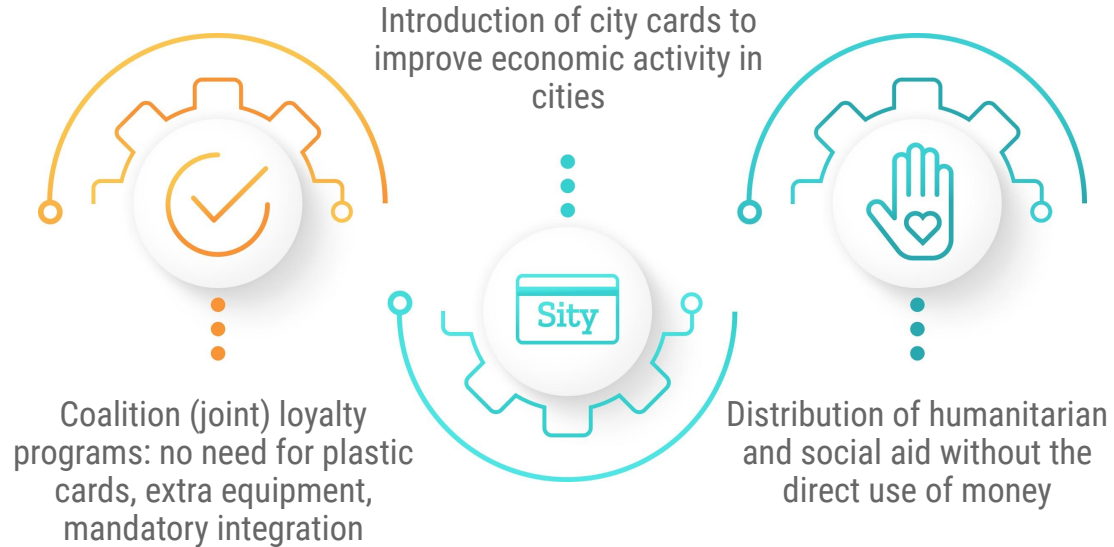
Flexible loyalty program with powerful digital tools: mobile app, chatbot, customer feedback, omni-channel message delivery



Rewarding customers for recommending business to friends



# Opportunities for B2B2C business



# Kiosk Information panel

Lets your customers get a wide range of services by interacting with the tablet device with Kiosk software running on it. A tablet can be installed next to the cash desk, in the sales area or at the entrance to your point of sale

**Most often used in the following industries:**

**Mass-market  
business**



**Shopping Malls**





## Instruments

- ○ Customer information services
- ○ Self-service operations, related to loyalty and rewards
- ○ Self-service operations, related to certificates and coupons
- ○ Built-in online store (product catalog, shopping cart, choice of delivery methods, payment, status management etc.)
- ○ Opportunity for the customers to vote or leave a feedback
- ○ Customer surveys



# Opportunities for B2C business

Information about  
promotions, discounts,  
bonus points



Expedited service at  
points of sale



Personal offers



Collection of customer  
feedback and ratings



# Opportunities for B2G business



Information about current offers and promotions

Ticket sales through the Kiosk



Sale of goods and services of members of a coalition program or city card through a Kiosk



## Point of Sale (POS)

Lets you process sales and orders, accept payments using a variety of methods, work with customer rewards and much more

**Most often used in the following industries:**

**Mass-market  
business**



**Shopping Malls**



## Instruments

- Processing of sales using the Terminal mobile app for personnel, without third-party POS software
- Accepting and processing of payments using different payment methods
- Modification of pre-checks in accordance with predefined rules
- Adding customers to the database with their consent
- Crediting and redeeming of bonus points
- Processing and issuance of coupons and coupon sets (gift certificates)
- Offline operations with delayed synchronization



# Opportunities for B2C business

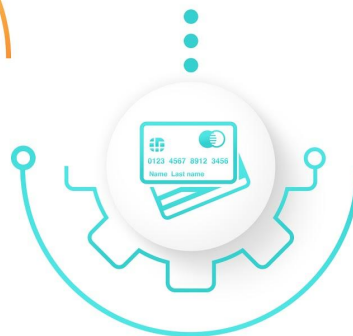
Accepting and processing of payments



Registration of provision of goods and services on prepaid basis or with a postponed payment



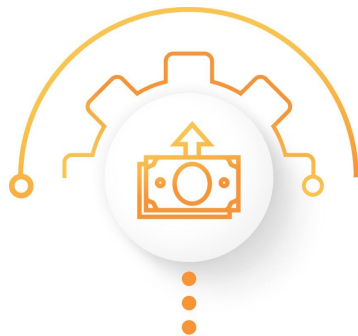
Processing of prepaid cards, coupons and certificates



Integration with loyalty program



## Opportunities for B2B2C business



Accepting and processing of payments

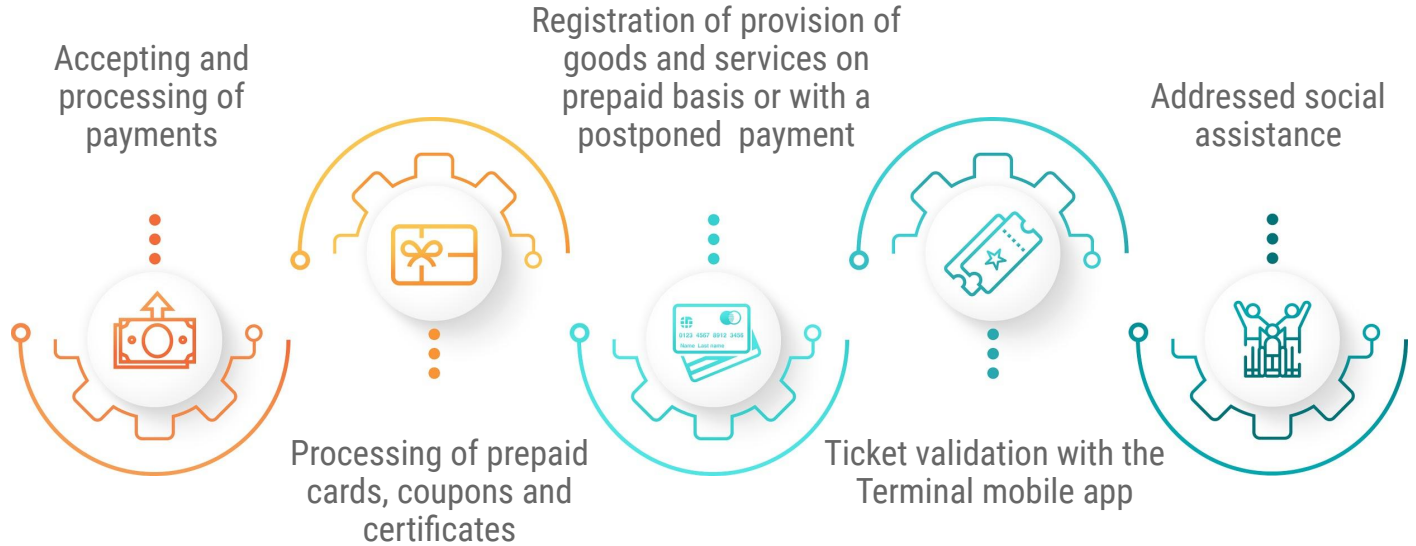
Processing of prepaid cards, coupons and certificates



Registration of provision of goods and services on prepaid basis or with a postponed payment



# Opportunities for B2G business





## E-shop

Let your customers place orders for goods and services, offered by your business, using the inCust app for customers and in the Customer Control Panel

**Most often used in the following industries:**

**Retail**



**Fuel Stations**



**Pharmacies**



## Instruments

- Accepting and processing of payments using different payment methods
- Modification of orders in accordance with predefined rules
- Processing and issuance of coupons and coupon sets (gift certificates)
- Crediting and redeeming of bonus points
- Support for multiple delivery methods
- Ability to credit goods and services to goods accounts of a customer



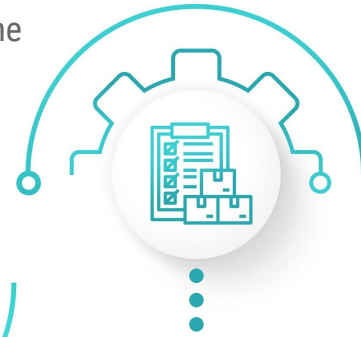
# Opportunities for B2C business



Selling products via the mobile app or website



Pre-sale of services via the mobile app or website



Processing of payments, arrangement of delivery



## Opportunities for B2G business



Ticket sales via the mobile app or website

Sales of goods and services of a coalition program or from city card members via the mobile app or site



## Coupons and Certificates

Gives you powerful instruments for both in-business activities and cross-business marketing. With the module, you can provide incentives to your customers and prospects in a handy, accountable way

Most often used in the following industries:

Mass-market  
business



FMCG



Shopping Malls



Telecoms



Banks



## Инструменти

Coupons

Certificates

Gift Sets

Coupons, certificates and gift sets can be distributed in digital or printed form or as QR codes

Multi-level rewarding of customers for distributing coupons, certificates and gift sets

Coupons, certificates and gift sets can have expiration date or not expire

Coupons may be provided based on certain rules

Coupons and certificates can be provided free of charge or in exchange for bonus points or other values on the customer account



# Opportunities for B2C business

Attracting new customers by distributing coupons and certificates online, in social networks, or in printed form



Stimulation of sales of certain goods and services



Sales of gift sets



Establishment of cross marketing campaigns

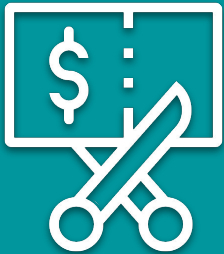


# Opportunities for B2B2C business



Establishment of cross marketing campaigns

Rewarding of loyal customers when they make purchases via distributors or dealers





# Prepaid goods and services

Gives you the set of tools for selling goods and services in advance and processing the sales

Most often used in the following industries:

**Restaurants  
and cafes**



**Pharmacies**



**Service  
industry**



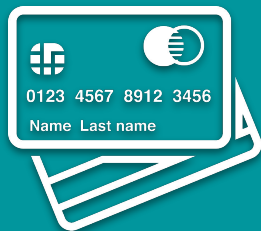
**Car services**



**Recreation and  
entertainment**



**Transport and  
commuting**



## Instruments

- ○ Digital prepaid cards with one or several customer accounts
- ○ One card may contain different values (goods and services) from one or different businesses
- ○ Prepaid cards and values on customer accounts are anonymous and can be shared between users
- ○ The use of prepaid goods or services can be restricted
- ○ Prepaid cards can have expiration date or not expire
- ○ Prepaid cards can be distributed in digital or printed form or as QR codes
- ○ Mechanism for transparent clearance between partners



# Opportunities for B2B business

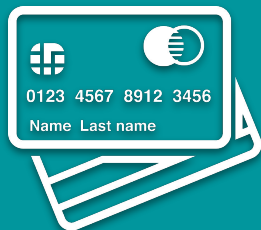


Sales of prepaid goods and related services

Provision of postpaid and prepaid goods and services



Settlements between partners



# Opportunities for B2C business

Sale of prepaid services and subscriptions



Prepaid cards can have expiration date or endless validity



One prepaid card may contain values from different businesses



Provision of goods and services with postpayment, prepayment or payment at the time of receipt



# Opportunities for B2B2C business

Sale of prepaid services and subscriptions



Prepaid cards can have expiration date or endless validity



One prepaid card may contain values from different businesses



Provision of goods and services with postpayment, prepayment or payment at the time of receipt



# Opportunities for B2G business

Targeted social aid



Implementation of projects for non-monetary compensation for employees (food coupons, etc.)



Provision of prepaid services and subscriptions



One prepaid card may contain values from different businesses

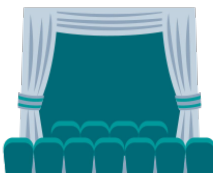


# Ticket Manager

Simplifies sales and validation of tickets in museums and exhibitions, entertainment events, transport, and services

**Most often used in the following industries:**

**Recreation and  
entertainment**



**Event  
management**



**Transport and  
commuting**



## Instruments

- ○ Named and anonymous tickets
- ○ Distribution and processing of tickets in digital and printed form, as text or QR codes
- ○ Tickets for marketing activities or as rewards in loyalty and rewards management
- ○ Processing of payments with many payment options





# Opportunities for B2C business

Issuance, sales and validation of tickets



Possibility of anonymous use or named tickets



Tickets in electronic or printed forms, or as QR codes

Ticket validation software for events and transportation



# Opportunities for B2G business

Issuance, sales and validation of tickets



Possibility of anonymous use or named tickets



Tickets in electronic or printed forms, or as QR codes



Ticket validation software for events and transportation



# Information and Communication

Stay in touch with your customers. Inform people about news and events, send individual or group offers and get feedback from customers

Most often used in the following industries:

Mass-market  
business



FMCG



Telecoms



Banks



## Instruments

- ○ Delivery of news, announcements, and special offers
- ○ Customer feedback and ratings
- ○ Various ways to reach your customers: Push messages, chatbot, instant messaging, SMS, Email
- ○ Multilingual messages
- ○ Scheduling of message distribution
- ○ News feed in mobile app, Control panel, and Kiosk



# Opportunities for B2C business

Delivery of news and special offers



Omnichannel communications with customer: Push messages, chatbot, instant messaging, SMS, Email

Receiving of customer feedback and ratings



News feed in mobile app, control panel, and Kiosk



## Customer Database

The core of the customer lifecycle management platform, the database stores information about your customers and their activity



## Instruments

A vertical list of ten items, each preceded by a dashed line and a small orange circle with a white center. The items are:

- Any number of external customer IDs
- Main customer information (name, age, phone number, email address)
- Additional fields, defined by each business for its needs
- Ability to add customers one at a time through web interface, POS software or through APIs
- Mass import of customers data from any source
- GDPR Compliance - ability to lock, correct or delete a customer account, tracking of customer consent
- Tracking of all transactions, made by the customers
- Set up of customer notifications about transactions via different communication channels
- Ability to filter customers and create custom customer groups. Filtration is useful for analysis and marketing activities
- Management of customer accounts. Customer accounts are used to track prepaid goods and services, user benefits, bonus points, or even money



# Platform Base Features

General features and functions of the customer lifecycle management platform

## Instruments:

- ○ Mobile app for customers
- ○ Web-based Control Panel for customers
- ○ Terminal application for business with different modes
- ○ Web-based Control Panel for business
- ○ Customer authentication by phone number, email address, QR code, external identifiers, etc.
- ○ Omnichannel customer communication (push messages, chatbots, instant messaging, SMS, email)
- ○ APIs available for all features of the inCust platform
- ○ Export of raw data for processing in Business Intelligence (BI) software

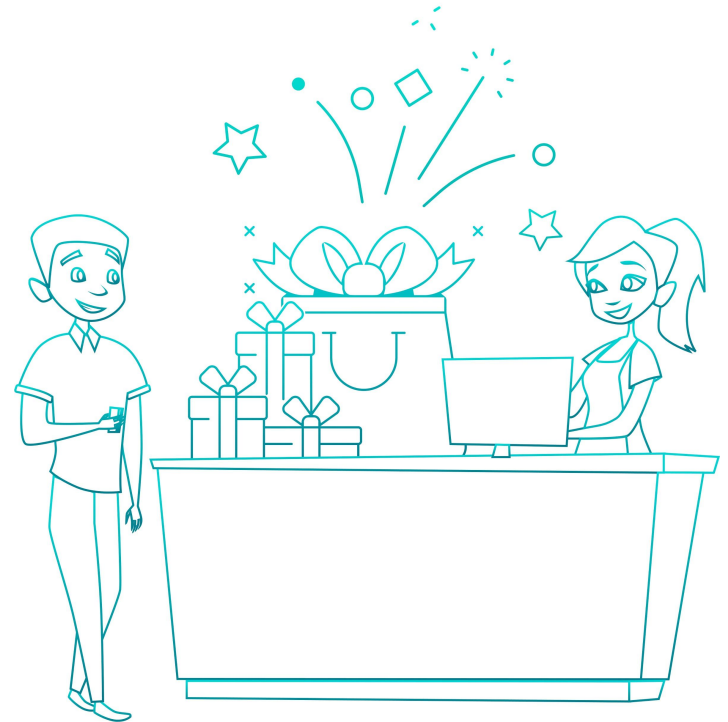




# inCust Mission

**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.

20-22 Wenlock Road  
N1 7GU, London, UK

## Sales questions:

E-mail: [sales@incust.com](mailto:sales@incust.com)

Phone: **(+1) 804.404.9539** (US)

or **+44 (800) 060-8424** (UK)

Live Chat: <https://incust.com/livechat/>

## General enquiries:

Email: [management@incust.com](mailto:management@incust.com)

Phone, Viber, WhatsApp: **+380 50 506 7999**

Skype: **maximronshin**

(Maxim Ronshin)

