inCust

Swiss knife for mass businesses
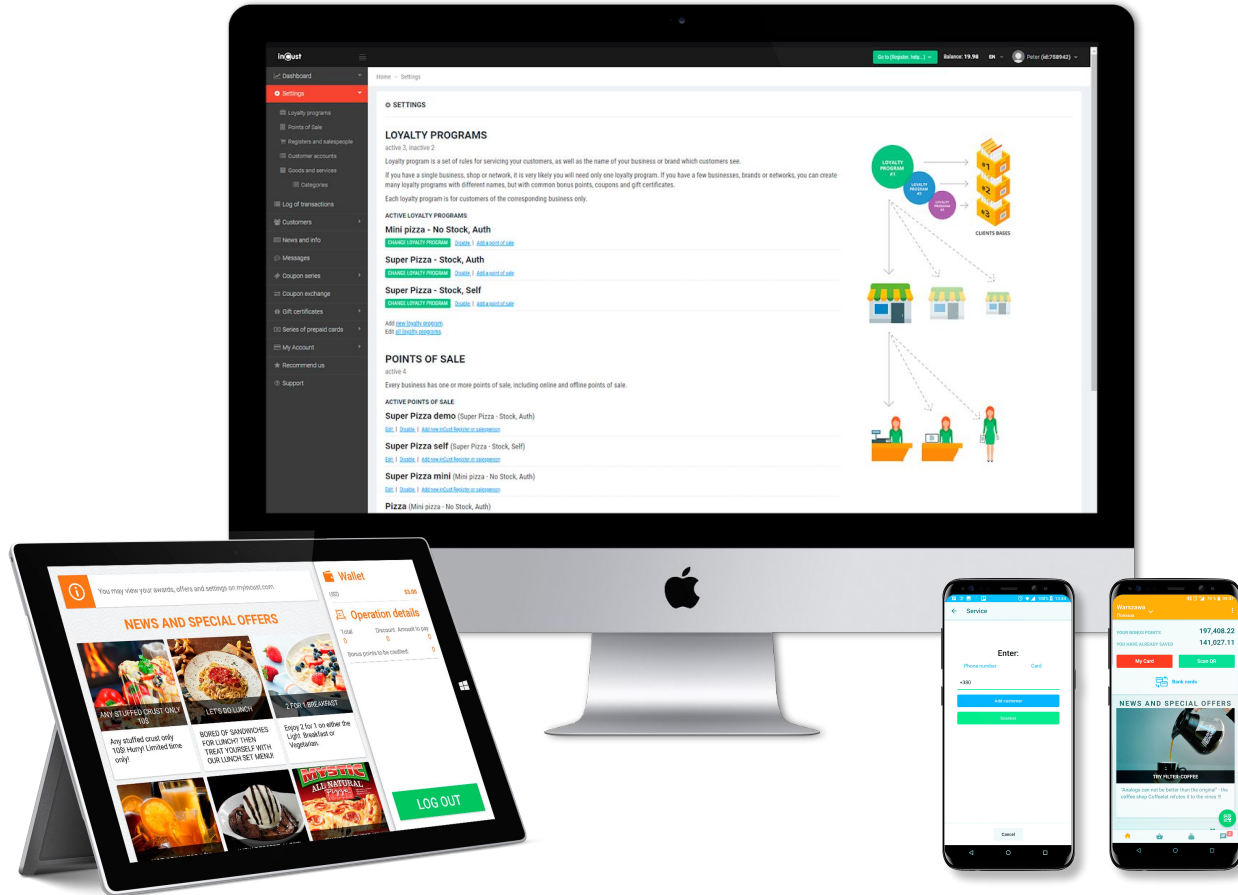
COMPLETE SOLUTION FOR LOCAL GOVERNMENTS

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

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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

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LViV CiTY CARD 24h

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

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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

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# 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
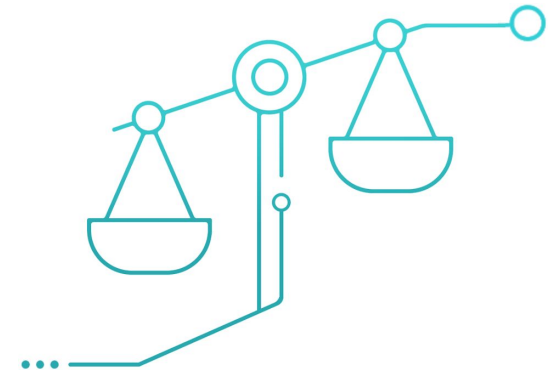
Interaction of local government with business and citizens

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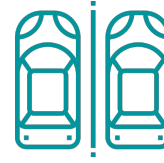
How do we ensure fair parking conditions for local residents and guests?

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
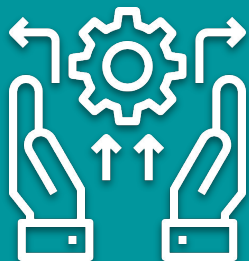
- Collection of reviews and ratings from customers

- 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

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

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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
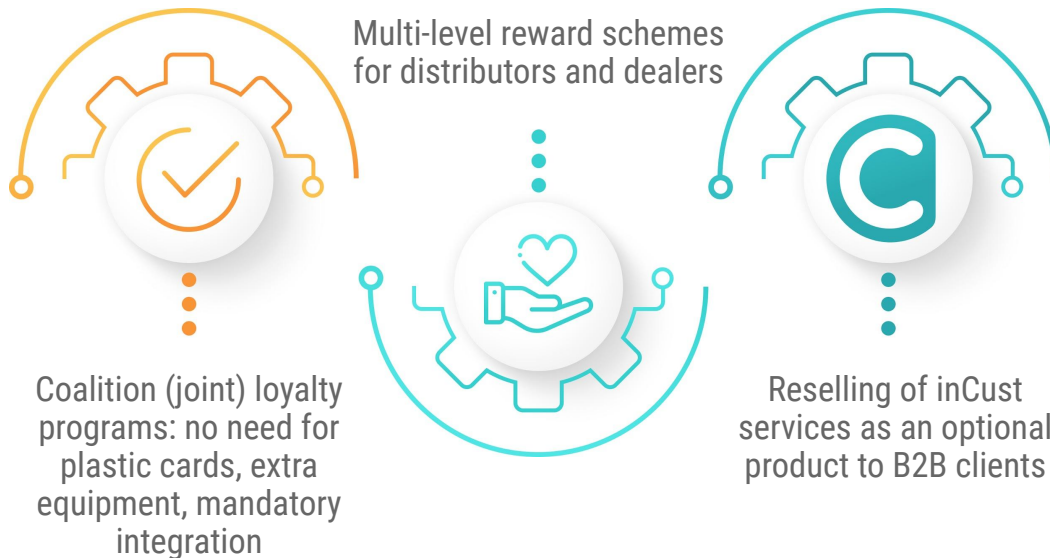
- Multi-level rewards for distribution

- Personalized rewards
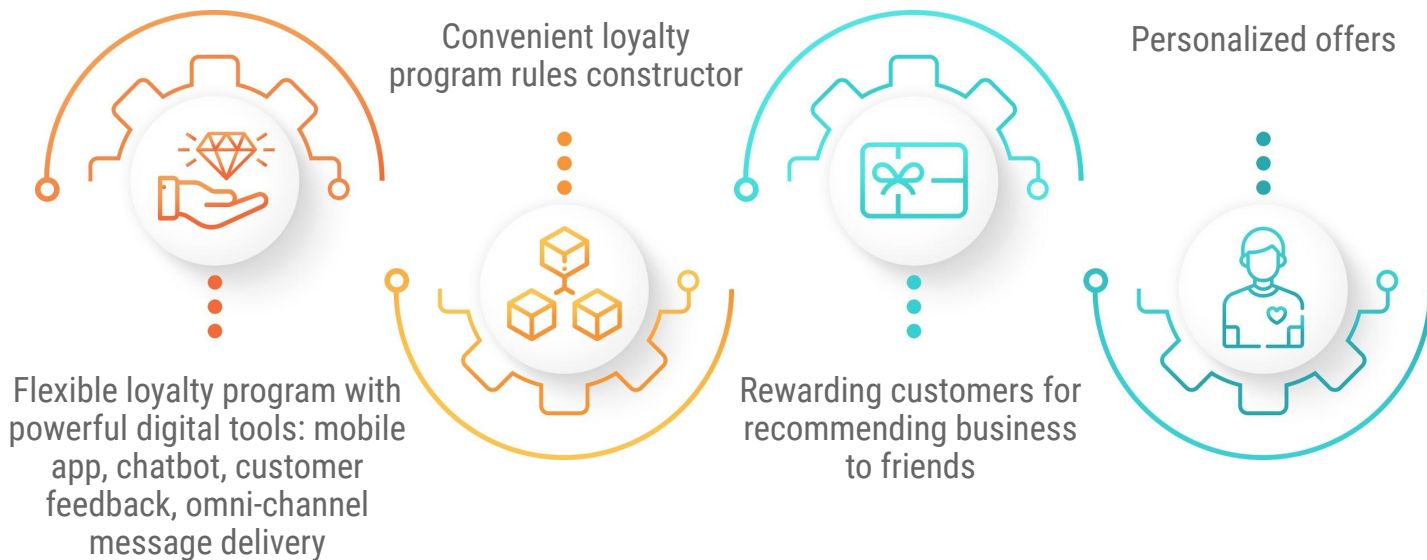
- Digital stamps and punch cards

- iBeacon, geotargeting

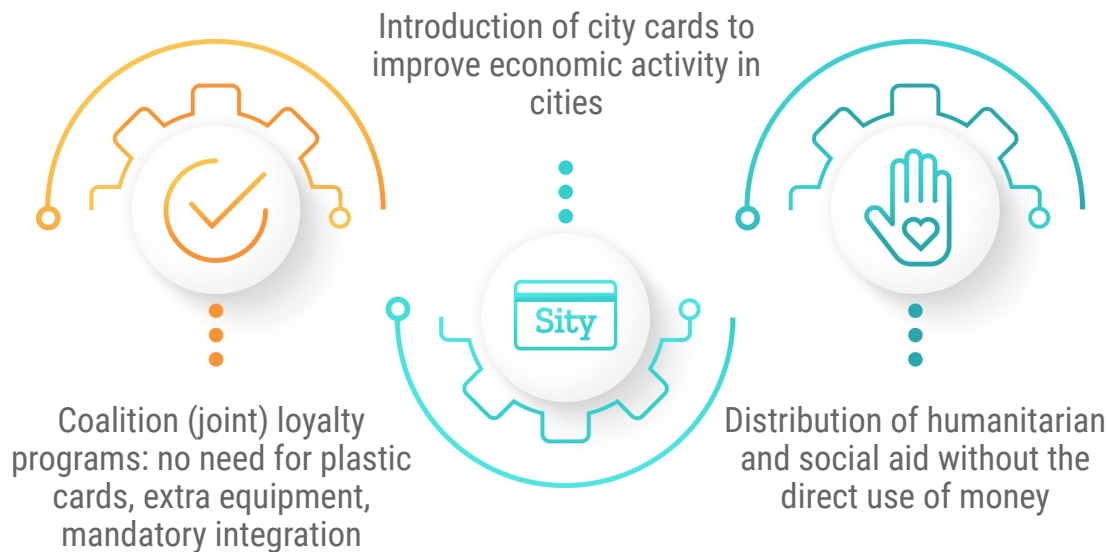# Opportunities for B2B business

Multi-level reward schemes
for distributors and dealers

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

Reselling of inCust
services as an optional
product to B2B clients

Opportunities for B2C business

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

Convenient loyalty program rules constructor

Rewarding customers for recommending business to friends

Personalized offers

Opportunities for B2B2C business

incust

Introduction of city cards to improve economic activity in cities

Sity

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

Distribution of humanitarian and social aid without the direct use of money

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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

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Information about promotions, discounts, bonus points

Personal offers

Expedited service at points of sale

Collection of customer feedback and ratings

Opportunities for B2G business

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Ticket sales through the Kiosk

Information about current offers and promotions

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

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Accepting and processing of payments
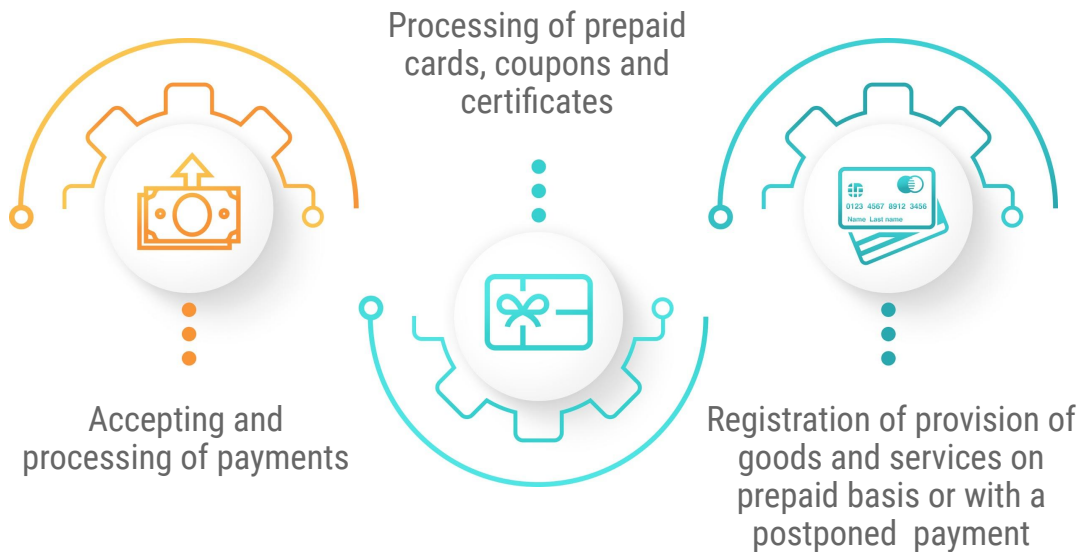
Processing of prepaid cards, coupons and certificates

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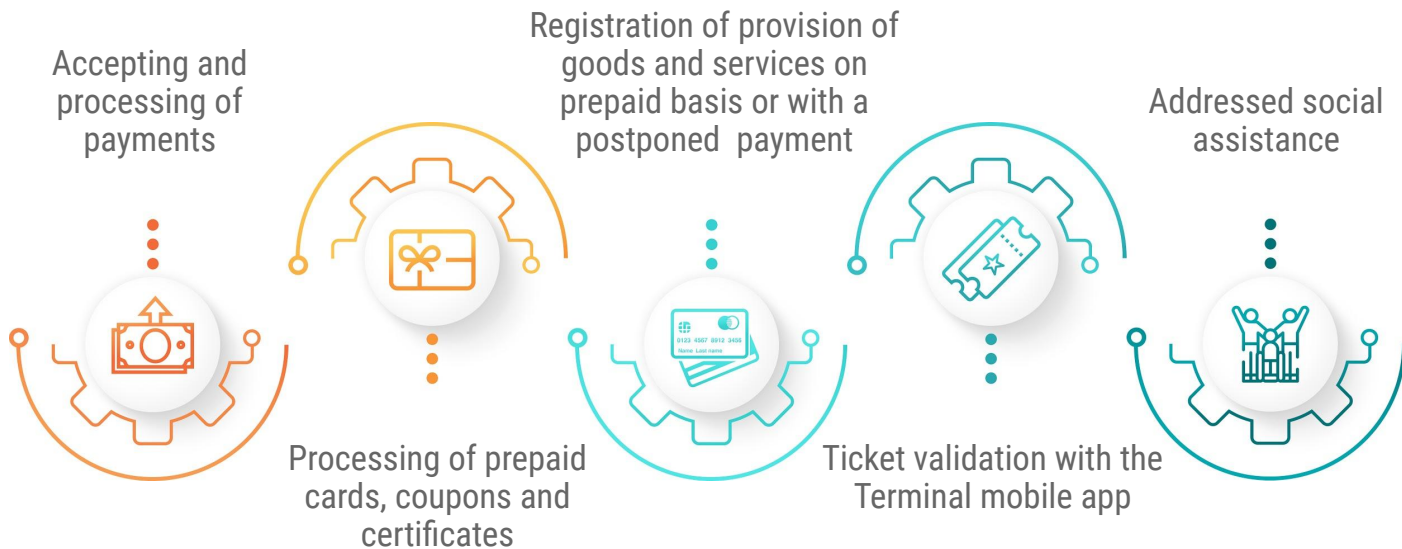
Integration with loyalty program

Opportunities for B2B2C business

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Processing of prepaid cards, coupons and certificates

Accepting and processing of payments

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

Opportunities for B2G business

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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

Ticket validation with the Terminal mobile app

Addressed social assistance

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:
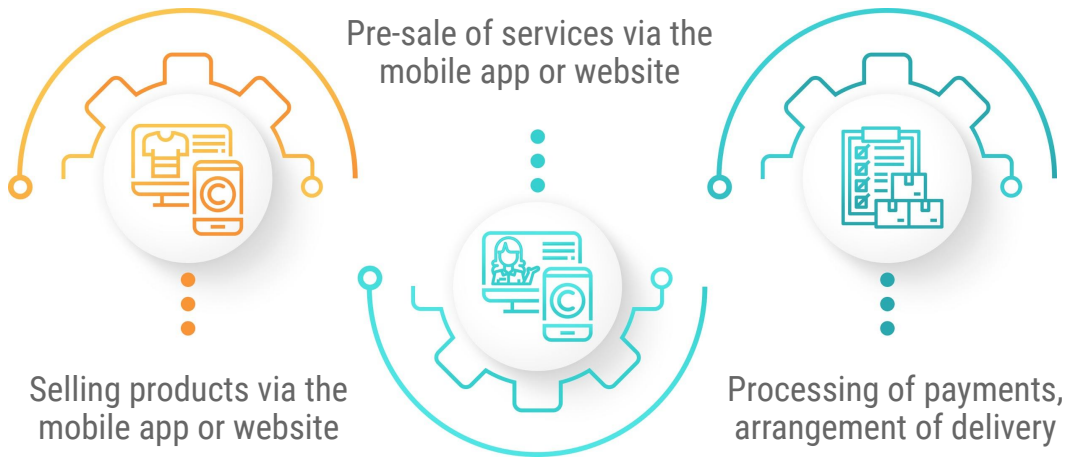
Retail

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

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Pre-sale of services via the mobile app or website

Selling products via the mobile app or website

Processing of payments, arrangement of delivery

Opportunities for B2G business

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

Ticket sales via the mobile app or website

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

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Інструменти

- 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

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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

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

Establishment of cross marketing campaigns

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
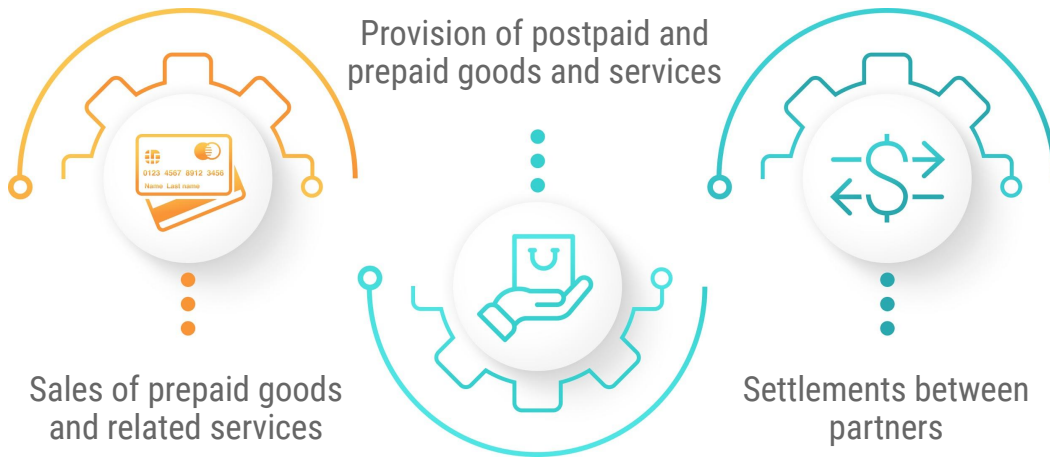
- The use of prepaid goods or services can be restricted

- 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

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0123 4567 8912 3456
Name Last name

Opportunities for B2B business

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Provision of postpaid and prepaid goods and services

Sales of prepaid goods and related services

Settlements between partners

0123 4567 8912 3456
Name Last name

Opportunities for B2C business

incust

Sale of prepaid services and subscriptions

One prepaid card may contain values from different businesses

Prepaid cards can have expiration date or endless validity

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

0123 4567 8912 3456
Name Last name

incust

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
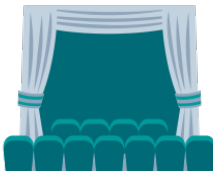contain values from
different businesses

0123 4567 8912 3456
Name Last name

Ticket Manager

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

Most often used in the following industries:
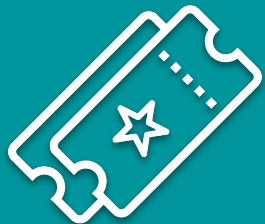
Recreation and entertainment

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

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Issuance, sales and validation of tickets

Tickets in electronic or printed forms, or as QR codes

Possibility of anonymous use or named tickets

Ticket validation software for events and transportation

Opportunities for B2G business

Issuance, sales and validation of tickets

Tickets in electronic or printed forms, or as QR codes

Possibility of anonymous use or named tickets
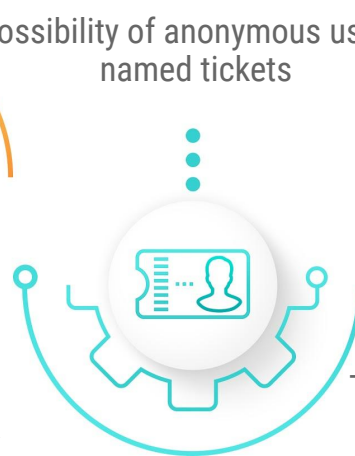
Ticket validation software for events and transportation

incust

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

incust

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

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Delivery of news and special offers

Omnichannel communications with customeri: 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

- 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.

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(Maxim Ronshin)