



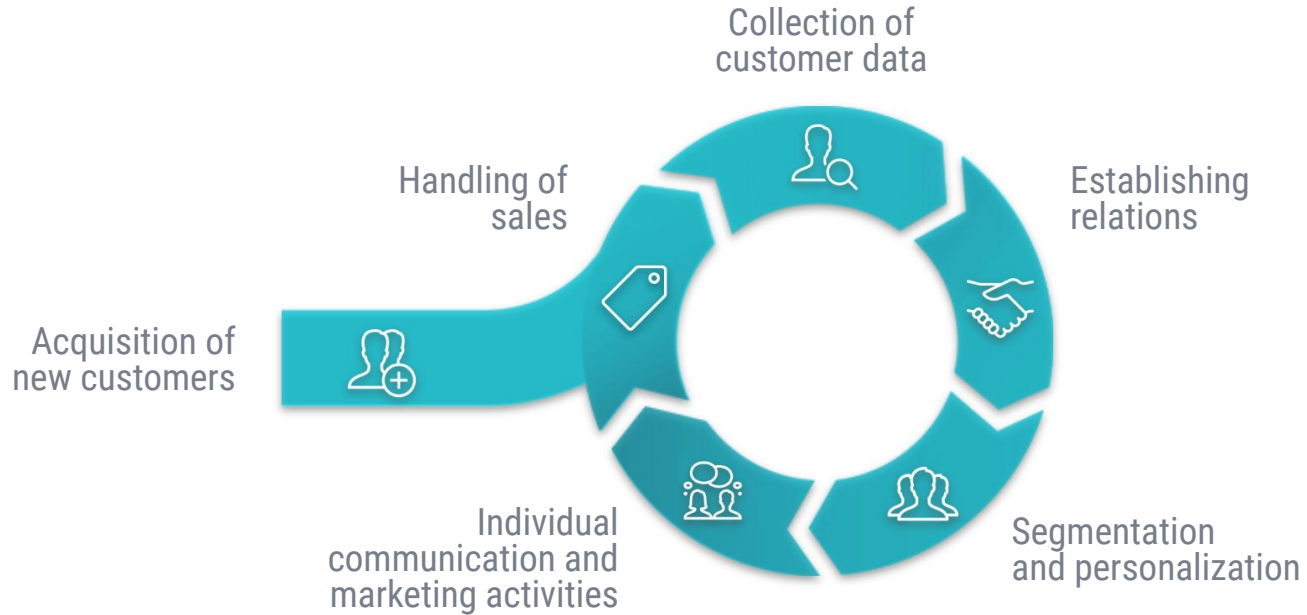
in@ust

Swiss knife for mass businesses

**COMPLETE SOLUTION
FOR PRODUCERS OF
MASS MARKET GOODS**

**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: 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)
[Set](#) | [Details](#) | [Add to Sale](#)
- Super Pizza self (Super Pizza - Stock, Self)
[Set](#) | [Details](#) | [Add to Sale](#)
- Super Pizza mini (Mini pizza - No Stock, Auth)
[Set](#) | [Details](#) | [Add to Sale](#)
- Pizza (Mini pizza - No Stock, Auth)

Diagram: A flowchart showing 'LOYALTY PROGRAM #1' and 'ACTIVE POINT OF SALE' leading to 'CLIENTS BASE' (represented by blocks 1, 2, 3) and 'POINTS OF SALE' (represented by shop icons and staff icons).

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!

BURIED OF SANDWICHES FOR LUNCH! FEEL YOUR 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: \$0.00
Discount: Amount to Cash: \$0.00
Bonus points to be awarded: 0

Service

Enter:

Phone number:

Card:

ADD CARD

REMOVE

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 ends 02/28/2018. See the terms!

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

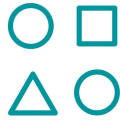


UP TO TWO WEEKS

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

FMCG

Consumer goods manufacturers need a channel of communication with their consumers,
and inCust provides such a channel



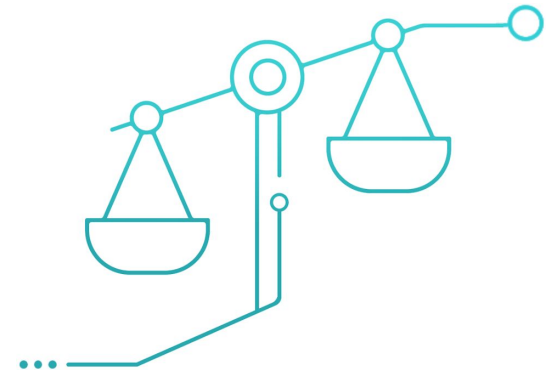
We offer the best tools

- Customer Database
- Loyalty and Rewards
- Prepaid Goods and Services
- Information and Communications



Benefits for you

- Use loyalty tools to reward customers for purchasing a product
- Talk with customers using omnichannel communications
- Personalize your marketing offers to increase their efficiency



Solutions for different business types in FMCG

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

Solutions for different business types in FMCG

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

Business-to-Employees (B2E)

- Motivational program for sales personnel
- Providing goods and services, prepaid by the company, to employees
- Rewarding of employees for recommending company goods and services

Problems that we help to solve



Difficulties in building a customer database



The need for customer communication channels



Limited possibilities to motivate purchasing of goods, manufactured by the business

Used modules

Loyalty and Rewards



- Loyalty Programs
- Rule designer
- Multilevel rewards for recommendations
- Personalized rewards

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

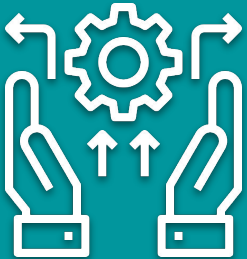
--- ○ Chatbot

--- ○ 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

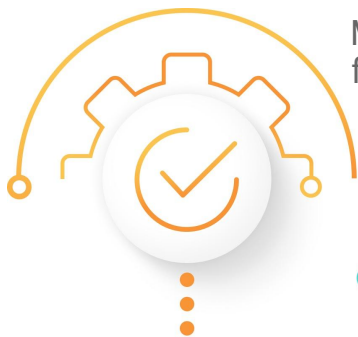


Instruments

- ○ 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

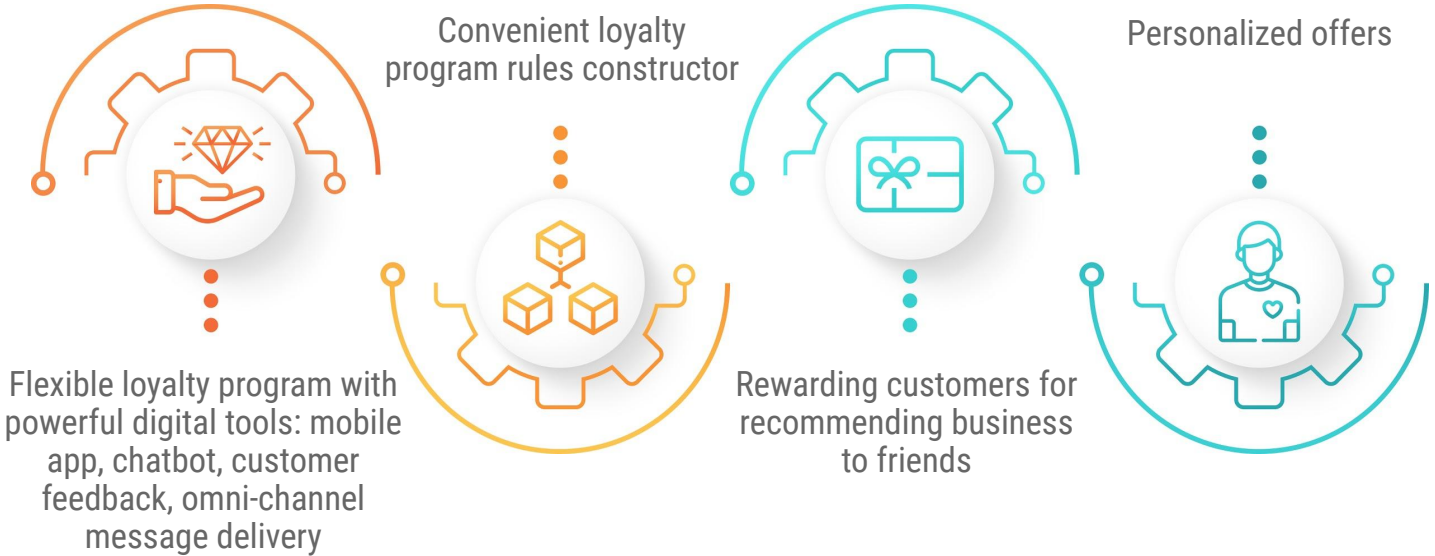
Multi-level reward schemes for distributors and dealers



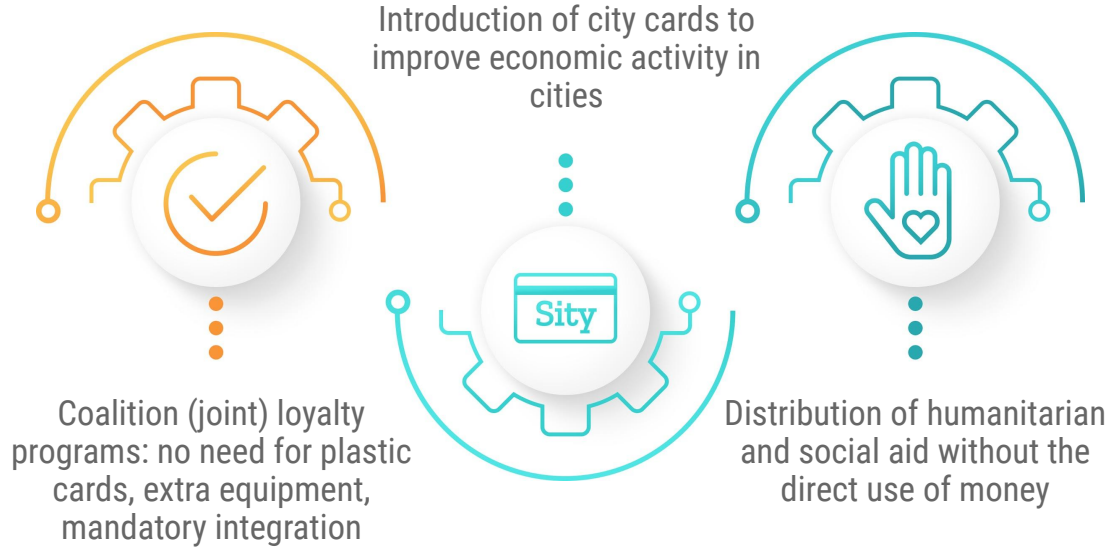
Reselling of inCust services as an optional product to B2B clients



Opportunities for B2C business



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



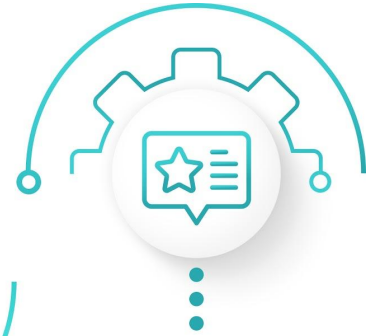
Expedited service at
points of sale



Personal offers



Collection of customer
feedback and ratings



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



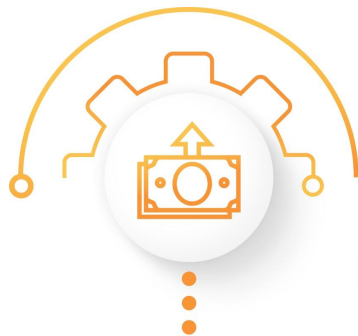
Processing of prepaid cards, coupons and certificates



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



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



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

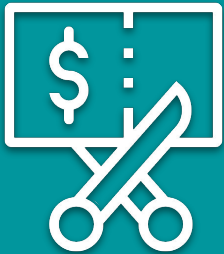


Opportunities for B2B2C business



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**



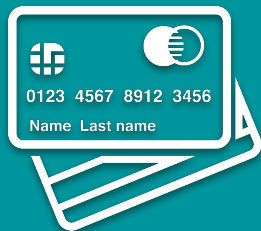
Car services



**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



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



Receiving of customer feedback and ratings



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

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:

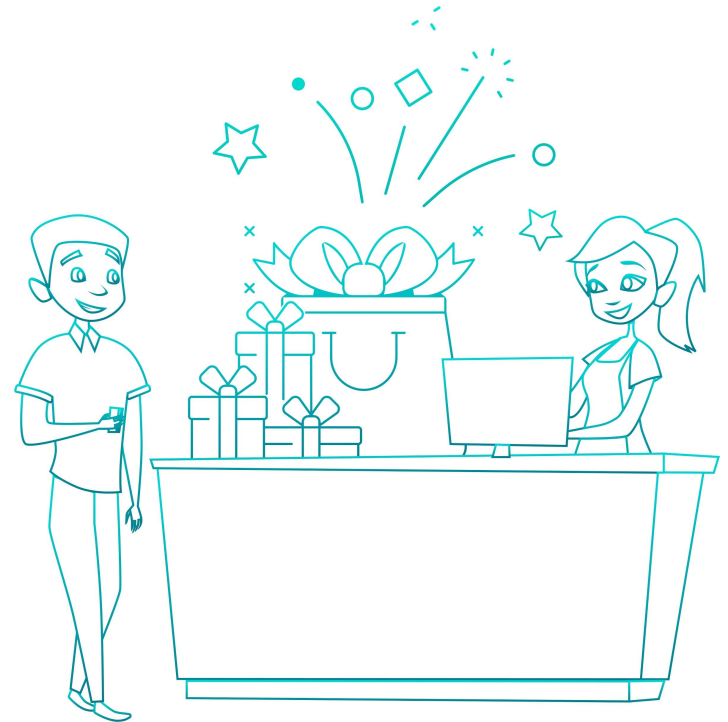
- ○ Mobile app for customers
- ○ Web-based Control Panel for customers
- ○ Terminal application for business with different modes
- ○ Web-based Control Panel for business
- ○ Customer authentication by phone number, email address, QR code, external identifiers, etc.
- ○ Omnichannel customer communication (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

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(Maxim Ronshin)

