



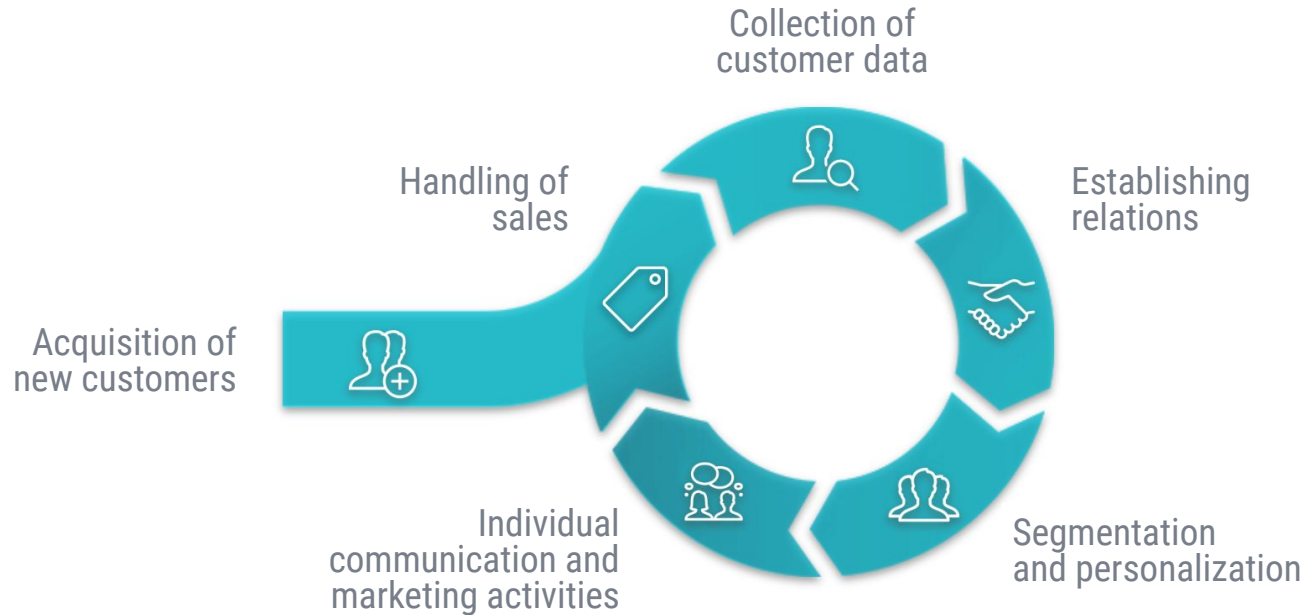
**in@ust**

Swiss knife for mass businesses

**COMPLETE SOLUTION  
FOR RETAIL**

**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 subregisters
- 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)  
[Set](#) | [Details](#) | [Add new Point of Sale](#)
- Super Pizza self (Super Pizza - Stock, Self)  
[Set](#) | [Details](#) | [Add new Point of Sale](#)
- Super Pizza mini (Mini pizza - No Stock, Auth)  
[Set](#) | [Details](#) | [Add new Point of Sale](#)
- Pizza (Mini pizza - No Stock, Auth)

**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 CREAMCAKE

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.

MEATLESS 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

[Add number](#)

[Cancel](#)

**Wallet** \$100

YOUR BALANCE POINTS: 197,408.22

YOUR BALANCE CASH: 141,027.11

[My Card](#) [Send QR](#)

[Bank cards](#)

**NEWS AND SPECIAL OFFERS**

TRY THE BEST COFFEE

The single can and be better than the regular! This offer ends 03/31/2018. 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

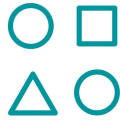


## UP TO TWO WEEKS

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



# Retail

**Best suits for:**



**Stores**



**Retail chains**



**Online stores**



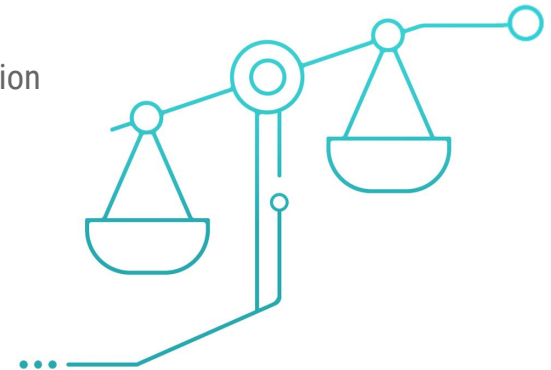
## We offer the best tools

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



# Benefits for you

- Use omnichannel communications to communicate with your customers
- Personalize marketing offers to increase their efficiency
- Process sales and payments, accept pre-orders using POS software from inCust
- Reward customers using a multifunctional and flexible loyalty program
- Free your customers from plastic cards, use alternative authentication methods
- Help your customers to self-serve themselves using the Kiosk information panel
- Increase your profits with sales and cross-promotions
- Sell goods via the E-shop



# Solutions for different business types in retail

## 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 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
- Mutual settlements between partners and suppliers
- Rewarding of customers buyers for loyalty when working via distributors and dealers
- Digital coupons and certificates, sales of prepaid services and subscriptions

## Problems that we help to solve



Insufficient knowledge of your customers



No contact with customers besides stores



It's hard to stand out of the crowd



Frequent discounts undermine profits

# 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

## 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

## 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



# 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

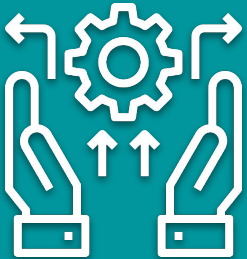
--- ○ Chatbot

--- ○ 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

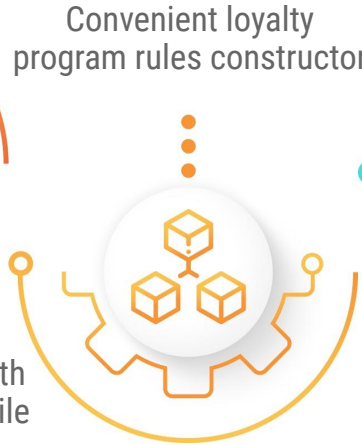
- ○ Loyalty programs
- ○ Stimulation of customers
- ○ Loyalty program rules
- ○ Multi-level rewards for distribution
- ○ Personalized rewards
- ○ Digital stamps and punch cards
- ○ iBeacon, geotargeting



# Opportunities for 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



# 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



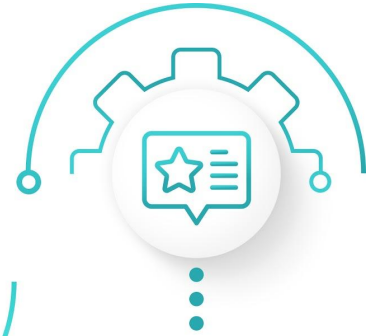
Expedited service at  
points of sale



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



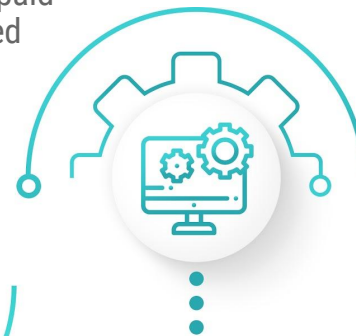
Registration of provision of goods and services on prepaid basis or with a postponed payment



Processing of prepaid cards, coupons and certificates



Integration with loyalty program



## 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

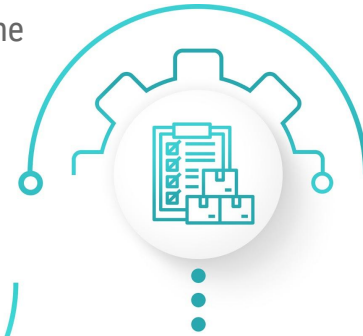


## Opportunities for B2C business



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



# 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**



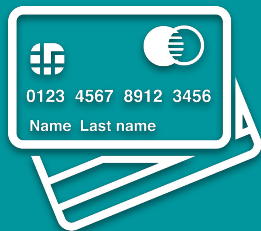
**Car services**



**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 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



# 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:

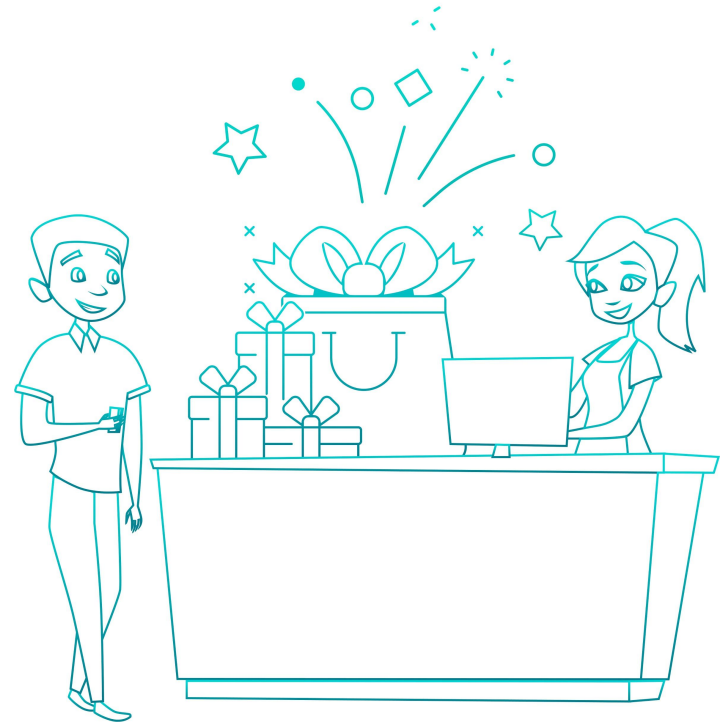
- ○ Mobile app for customers
- ○ Web-based Control Panel for customers
- ○ Terminal application for business with different modes
- ○ Web-based Control Panel for business
- ○ Customer authentication by phone number, email address, QR code, external identifiers, etc.
- ○ Omnichannel customer communication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

# inCust Ltd.

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N1 7GU, London, UK

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(Maxim Ronshin)

