



The Ultimate Loyalty Engine
for Businesses



Loyax is a white-label loyalty platform designed to fit the needs of any business. It blends web, mobile, social and in-store interactions to create a unique customer experience and make your business thriving.

Did you know that...

- It costs 5 to 10 more times to acquire a new customer than to retain an existing one (Inc)
- Businesses who invest in customer loyalty are 88% more profitable than their competitors (Deloitte)
- Loyal customers spend twice as much as irregular shoppers



Loyax loyalty platform won the Forbes Business Awards 2012 in the Business Development Category.

Loyax Loyalty Platform



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Loyax Core Loyalty Platform

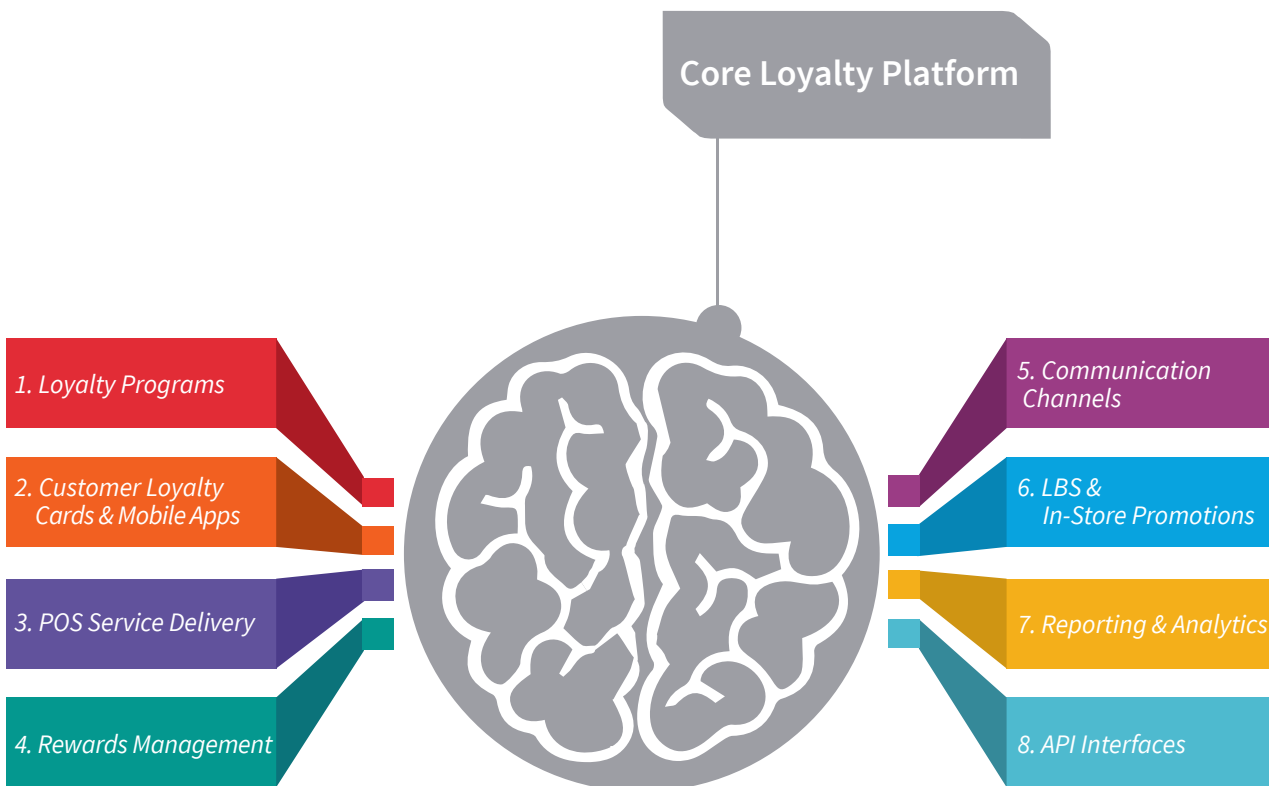
*Off-the-Shelf Plus
Custom Loyalty Programs & Tools*

Managing customer loyalty is the best way to build long-term relationships with existing customers and an excellent opportunity to attract new ones.

Loyax is a loyalty management platform that supports multiple ready-to-go features and back office tools. It is highly customizable to accommodate any innovative concept of a particular business model or demographic specifics. While maintaining support for its core advanced data warehousing, reporting and interactive social media connectivity, within Loyax can be implemented:

- ▶ Custom Loyalty Programs, Depending on the Business Specifics
- ▶ Custom Cardholder Mobile Or Social Media Apps;
- ▶ Custom Reporting & Consumer Behaviour Analytics;
- ▶ API Interface Support For Integration with 3rd Party Systems.

Loyax platform is available both as a Software-as-a-Service (SaaS / Cloud-based Solution) and as a Standalone (private) instance.



Loyalty Programs

We know that no two businesses are the same. That is why we created a flexible loyalty engine which allows businesses to build their own loyalty programs depending on their business specifics.

With Loyax you get the flexibility that you need to run promotions that fit your brand. Bonus programs, gift cards, vouchers, visit programs or lotteries – the choice is yours.



Bonus Programs (Points)

The Bonus program enables visitors to collect loyalty points for a particular amount spent at your business. You can offer discounts, freebies or any other reward you consider appropriate.

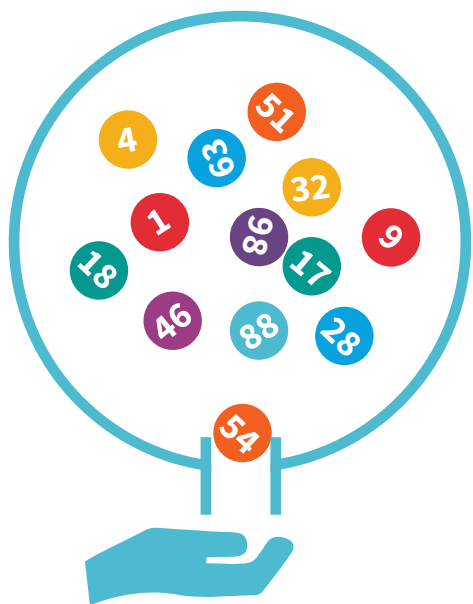
Gift Cards

Gift cards are one of the most valued rewards by customers. They are a great way to encourage repeat purchases and drive customer satisfaction. Gift cards can be used to reward customers for special occasions, such as birthdays or anniversaries. You can deliver them along with personalized messages to create a fully unique experience.



Visit Programs (Punch)

The Visit program awards loyalty points based on customer visits at your business venues. Points are earned by scanning a loyalty card barcode (or QR code) to identify the customer and provide points for every visit. The business offers a reward after a set number of visits/collected points.



Lottery

You can also engage customers by utilizing the power of Lottery. With a single click via the administrative portal, you can draw a lottery with all customers who have registered for the program. One of them (or more) is randomly selected to win the lottery prize(s). An automatic SMS/email is sent to the winner and all he has to do is to contact your representatives and claim their prize.



Vouchers / Promo Codes

Loyax enables businesses to generate Vouchers and Promo Codes via the administrative portal of Loyax. These vouchers and promo codes can be used for specific occasions or goods, providing a certain price discount for selected items.



Vouchers / Promo Codes

Cross-Point Exchange (Business Alliance)

Loyax provides the opportunity for cross-point exchange between two or more businesses. The cross-point exchange is especially useful for groups of companies that want to introduce an alliance loyalty program for all of their businesses. In this way, customers can collect points at any of the business which is part of the group and exchange them for rewards in each of the businesses.

The cross-point exchange is also valuable for independent companies as it allows them to form a partner network in which customers can collect and redeem points. Customers can exchange the points they have collected from one participating business and exchange them for rewards in another business from the partner network. Businesses, on the other hand, get access to a substantial customer base from all participating merchants, and have the opportunity to effectively target and attract new customers.

To utilize cross-point exchange, independent companies have to arrange and settle the financial relationships between them. Loyax can assist this process by providing an option for clearing reports. Such reports are very useful for defining the point conversion ratios and helping businesses to settle the obligations they have to one another.

Loyax's cross-point exchange is applicable for at least two businesses but there is no limitation for the maximum number of businesses that can participate in the program.

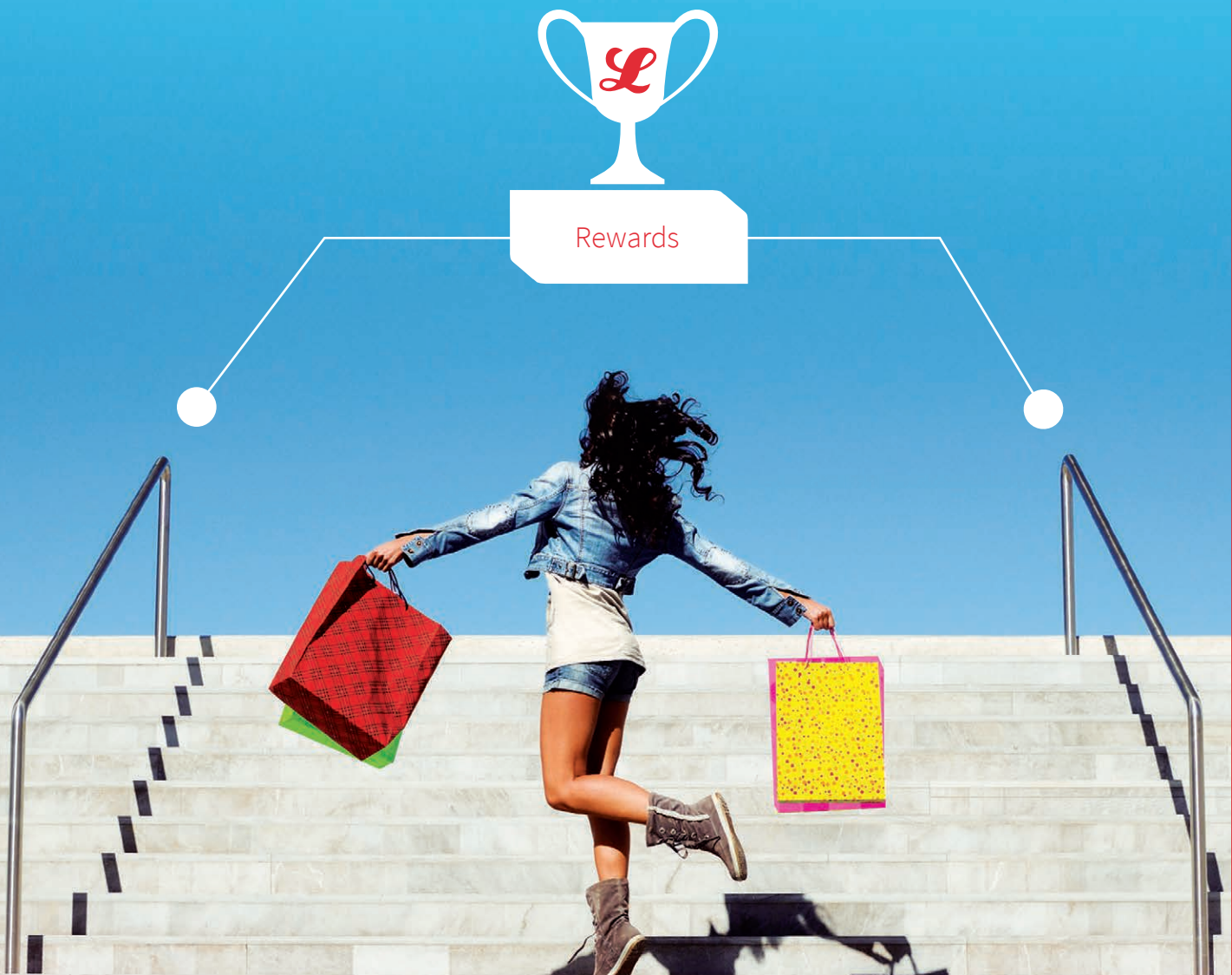


Gamification

Gamification is the new game changer in customer engagement. Loyax offers the possibility of adding game-like incentives, or “game mechanics”, to your loyalty programs to encourage frequent play, deeper engagement, and gain insight into customer motivation.

Game-driven loyalty programs can help your business stand out from competitors and build long lasting relationships with customers. You can engage them with various gamification initiatives, including rewards, missions and challenges, milestones, rankings, social activities, and many more, to create challenging, fun and exciting customer experience.

By introducing gamification as part of your loyalty programs, you immediately add value to your product offering and provide consumers with another reason to become loyal advocates of your brand.



Customer Registration

Collecting Customer Data (Customer Registration)

Customer registration is possible via:

- ▶ Customer Web Portal (self-registration)
- ▶ Customer Mobile Application for Android and iOS (self-registration)
- ▶ Merchant Mobile Application for Android and iPad (registration by the business)
- ▶ Merchant Desktop Application (registration by the business)
- ▶ Merchant Administrative Web Portal (registration by the business)
- ▶ Integration with a CRM system

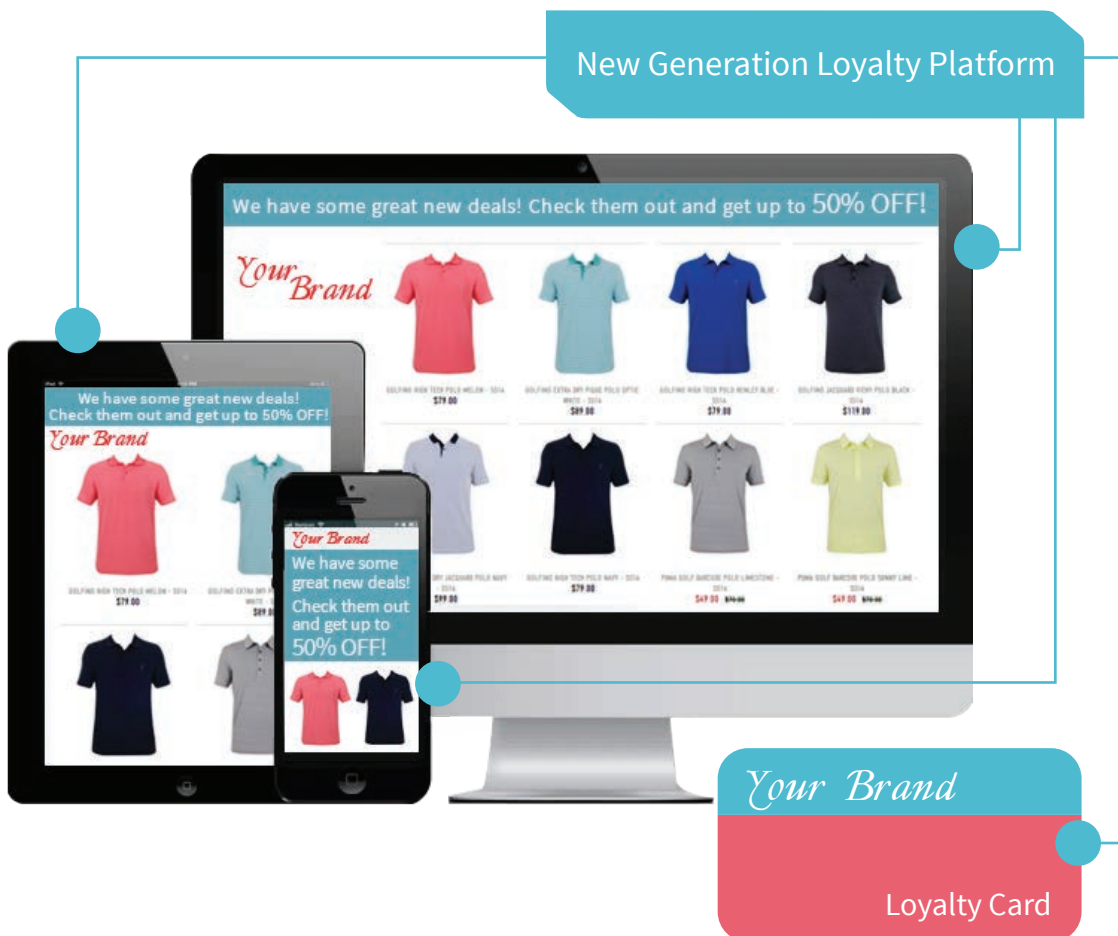


Customer Loyalty Cards & Mobile App

In addition to the standard physical loyalty cards, which you can generate to be printed for your customers, we can build for you a customized, white-labeled mobile app for all major mobile platforms, embedded with Loyax functions. These mobile apps can be promoted to customers to collect points, look up their purchase history and check all the rewards waiting for them, but also bring your interaction with them to the next level with direct push notifications messaging, even outside the store. For classic loyalty cards, Loyax can also be configured to allow identification by customers with any third party loyalty cards.

In order to enroll your customers with a Loyax-powered loyalty program, they need to:

- ▶ Have a loyalty card or download the Loyax-powered mobile app
- ▶ Register an account online or via the Loyax-powered mobile app, providing their personal data
- ▶ Customers can also be assisted in their registration by an on-site assistant who can help them in the registration process and register them on their behalf



POS Service Delivery

There are four convenient ways to serve customers participating in your loyalty program: via Loyax web portal, using Loyax as a stand-alone solution (on a tablet), streamlining data extraction from customer's receipts and through integration of the Loyax platform with the retailer's software.

Desktop PC

You can have any standard Desktop/PC at the cash desk/Point of Sale to manage your customer loyalty programs. Loyax web services, user friendly interface and easy registration enable vendors to immediately start an individual loyalty program with just a few clicks.

Tablet

Stand-alone solution – the tablet camera scans the barcode or QR code in order to identify the loyal customer. The amount of purchase is entered by the shop assistant. The customer can redeem rewards from the retailer's list if there are enough points collected. This solution is suitable for a single shop, outdoor/remote site or for managing promotional campaigns, helping a member of staff to collect data easily.



POS Service Delivery

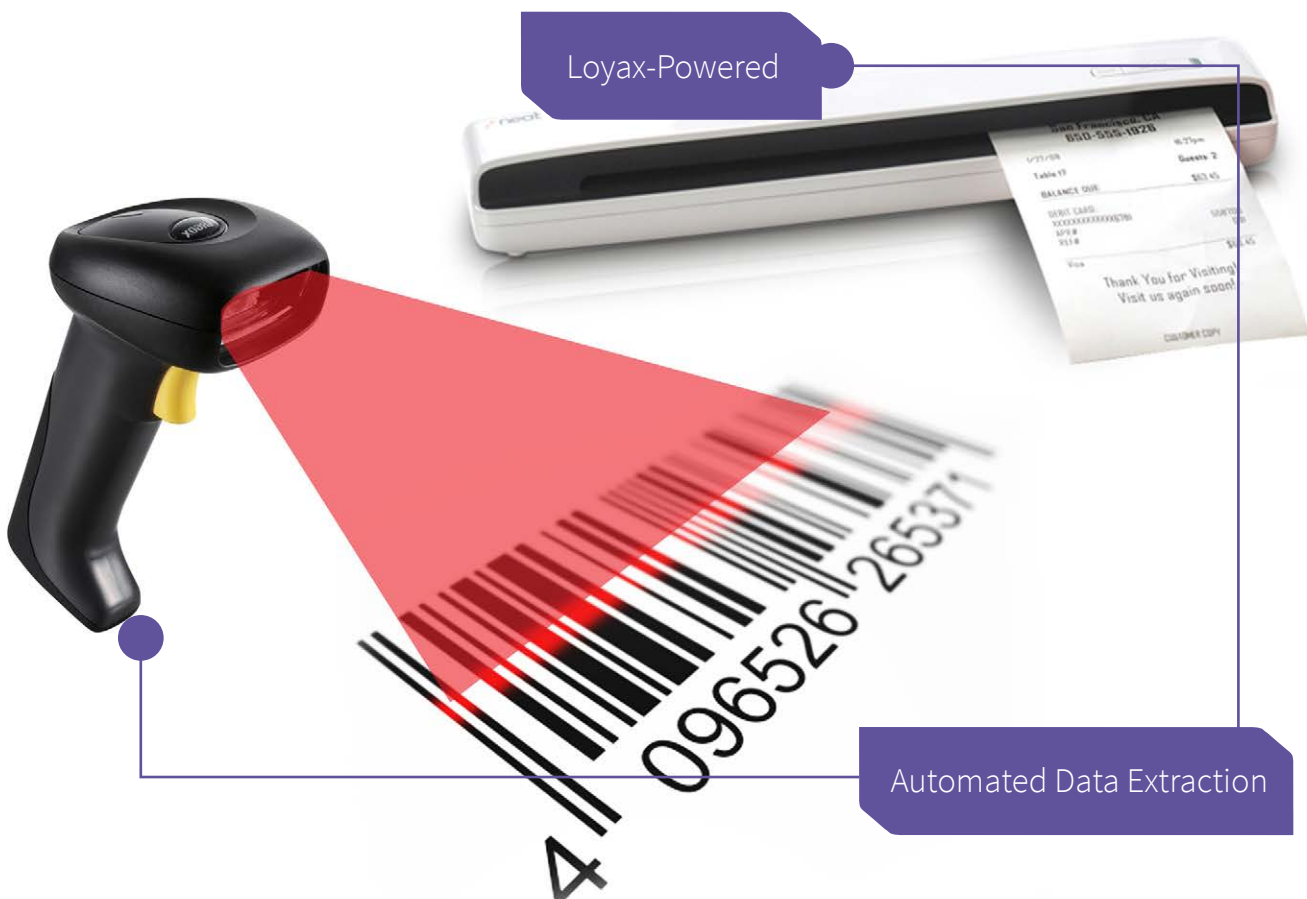
POS System Integration

Loyax platform can be integrated with existing POS solution, in order to complement the vendor's system with its advanced loyalty features. The integration is suitable for chain stores and multiple venue networks, which have already implemented some POS or ERP software. In this case the retailer may define its specific requirements according to the particular business model. The integration process and custom development depend on the scale and the new features included.

Automated Data Extraction

Businesses that want to streamline the process of entering information from customer receipts can speed up the process of extracting information from customer receipts using a barcode reader and an OCR receipt scanner apart from the POS device. The data is taken out automatically from the receipts – store, amount, date and time of purchase. The information is immediately saved into the system and the points are added to the customer's account.

Every customer can check his/her points balance via the web or Loyax-powered customer mobile app. If they have collected enough points, customers can redeem them for all available rewards they may get from the on-going loyalty campaign/program/in-store promotion.



Payment System Integration

Payment system integration enables retailers to process payments anywhere with any card type, including debit, credit, loyalty and gift cards. The retailers and independent shops will benefit from all-in-one integrated loyalty and customer engagement platform as consumers evolve their shopping behaviours and expectations. Therefore, retailers can experiment with different approaches, technologies and channels in order to deliver not just merchandise, but their brand promise as well. Designed to boost retailers' business, the payment system integration can fit for any retail outlet and distribution channel, including physical stores, e-commerce and m-commerce sites.

Loyax integration with mobile payment system enables customers to use their mobile phones to enjoy a better shopping experience. The solution can help any department store to process payments much quicker, easing queues at cash desks and saving customers the hassle of waiting in a line. In addition, mobile payments have proven to be particularly effective in closing sales during peak shopping periods when customers are likely to walk away empty-handed if the waiting time proves to be too long.



Rewards Management

Online Rewards Shop

You can offer customers the opportunity to choose their loyalty rewards from an online rewards shop powered by Loyax, combining rewards from different categories of your choice. Each reward from the online shop is worth a certain amount of loyalty points. Customers can see the amount of loyalty points they have accumulated and the available rewards which they can redeem with the points they have already collected. Rewards which require higher amount of points are also shown, stimulating them to spend more in order to get the desired rewards quicker. After selecting the desired reward from the online catalogue, customers get it delivered directly to their door, without any additional effort. Integration with courier services is available as well, streamlining the whole process.

Info Desk

Alternatively, you can distribute your loyalty rewards through an Info Desk, where an employee scans customer's loyalty card or mobile app, as well as collected receipts, gathering information about store location, amount, date and time of a purchase. This information is immediately saved into Loyax's system and the corresponding points are added to the customer account. The employee notifies the customer which rewards are available by redeeming her/his points and encourages the customer to continue shopping in order to get a bigger reward.



Communication Channels

Loyal customers deserve special attention. Loyax enables you to create automated, yet personal communication messages based on real customer data. Thus, you can achieve higher open rates, greater customer engagement and ROI.

E-mail Campaigns

Loyax provides powerful reporting and analytics, allowing you to create well targeted, highly effective e-mail loyalty campaigns. You can utilize the power of e-mail, combining segmentation and targeting with automated messaging, based on customer profiles and spending habits. You can send redemption reminders, event driven messages, notifications on exclusive deals and many others.

SMS/ Text Messages

With Loyax, you can also build mobile customer loyalty campaigns, reaching on-the-go customers. You can easily send real-time alerts and deliver short, quick and personalized messages that drive strong customer engagement.

Push Notifications

Push notifications take mobile messaging to the next level. Loyax enables you to generate push notifications which are sent directly to customers' mobile devices from Loyax-powered mobile loyalty app even when the app isn't in use. You can also send geo-based push notifications, delivering special offers based on customers' location. Thus, you keep customers informed and connected, delivering compelling content that matters to them.

Facebook

A truly omni-channel loyalty platform gives customers the opportunity to register and sign into the Loyax solution using their Facebook account. Thus, you get access to their Facebook profile, and can target them directly through their favourite social media.



LBS and In-Store Promotions

Location-Based Communications (Push Notifications)

Loyax in-store communication feature is a cost effective and easy to implement indoor proximity solution that enables retailers to engage with their consumers in a highly relevant personalised manner. It allows retailers to build loyalty and preference by making mobile communications relevant and timely to their customers. The in-store communication helps businesses to make competitive offers based on precise in-store location and personal interests.

In-store Navigation (Beacons)

Location-based messaging to customer smartphones via Bluetooth Smart Beacons also provides the opportunity to directly navigate customers with great precision without GPS technology, which often is not present or inadequate indoors. The LBS advertising offers an exciting opportunity to instantly reach and navigate visitors of big retail venues, including malls, shopping centers, stores and others, and let them know about the best daily deals, providing them with special digital coupons and many personalized incentives.



Reporting and Analytics

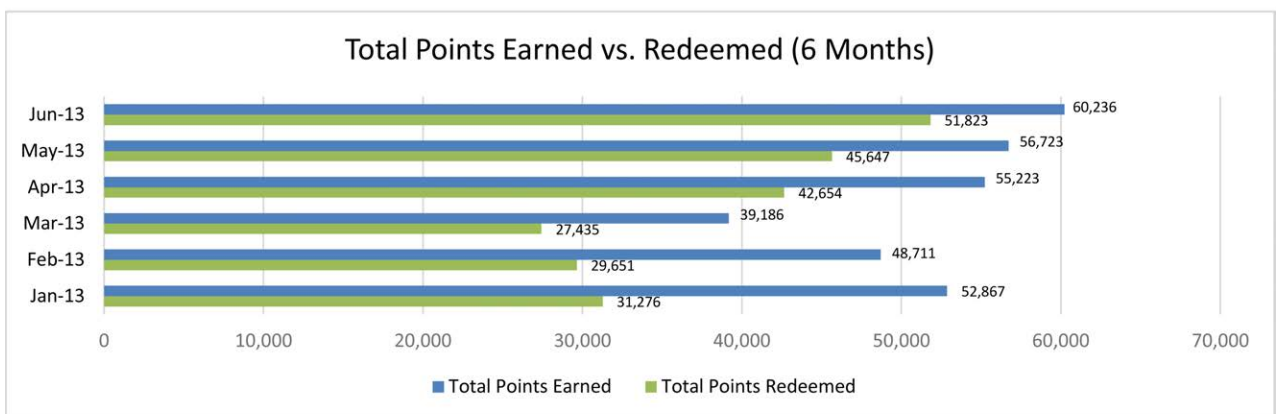
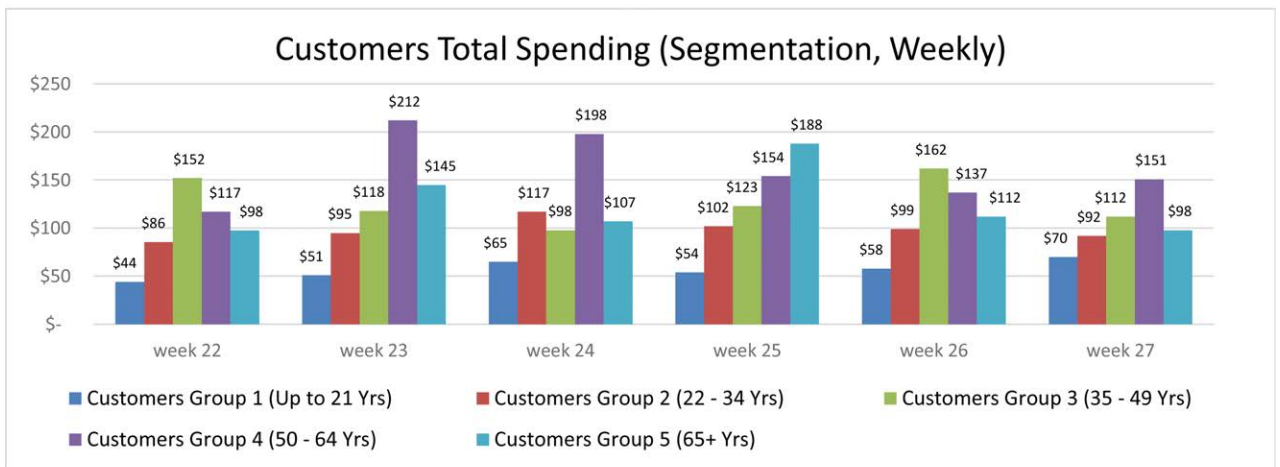
Understanding your customers is key for building long lasting relationships and creating real customer value. Loyax provides detailed reporting and analytics, enabling businesses to monitor and understand customer behaviour, tap into emerging markets, follow behavioural trends and effectively communicate with customers through their preferred communication channels.

Loyax analytical and reporting features include the following reports:

- ▶ Back-Office Reporting
- ▶ Customer Behaviour Analytics
- ▶ Data enhancement

The loyalty software can provide information about customer spending habits, time between visits, loyalty members per venue, a comparison between points earned vs. points redeemed, and many others.

Further analysis based on customer demographic profiles, as well as detailed comparison reports are available as well. All the reports are presented in both tabular and graphic view with options to be exported in external file formats.



API Interface

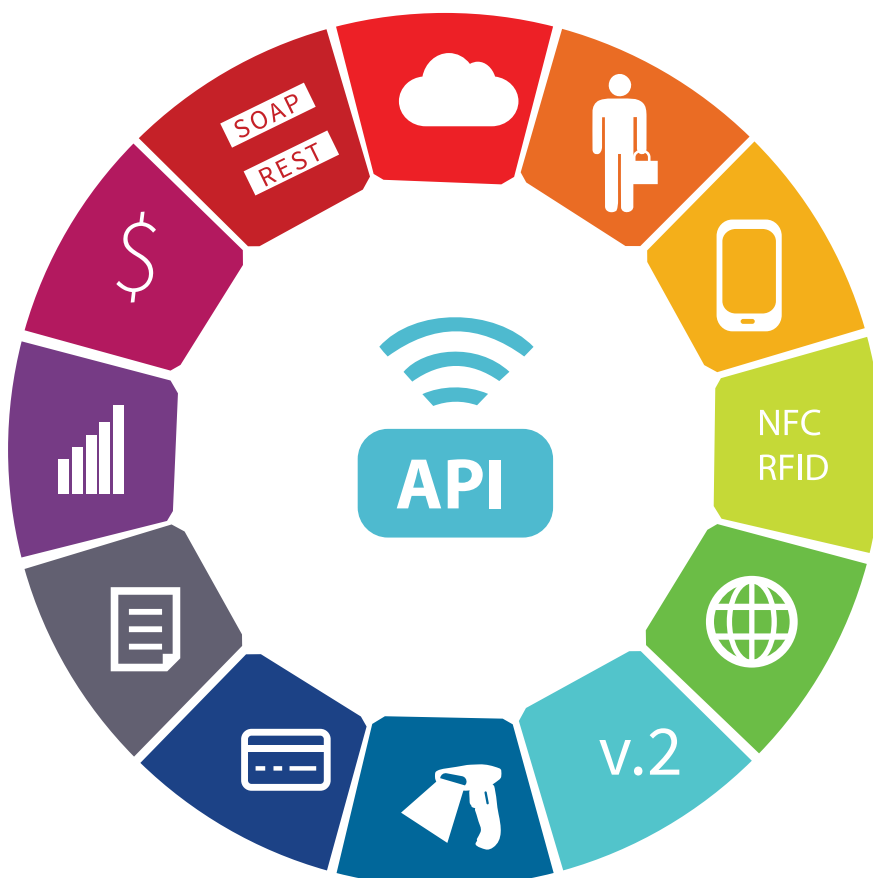
API Programming Interface

Integration & Customization Friendly Loyalty Platform

Loyax loyalty management platform is designed in a way to be flexible for implementation of customer specific features, as well as to be easily integrated with other 3rd party's tools like CRM (Customer Relationship Management) systems, newsletter mailing platforms or other sales and marketing tools, which are already in place or are to be implemented in the near future.

Therefore, Loyax provides industry-standard interfaces in order to communicate all the necessary data and events via:

- ▶ WSDL (Web Service Definition Language), an XML-based interface description of functionalities available from Loyax's Web Service to our customers
- ▶ Support for SOAP (Simple Object Access Protocol) protocol for exchange of structured information with 3rd party systems
- ▶ Support for RESTful (Representational State Transfer) protocol for stateless interaction with Loyax by 3rd party systems
- ▶ We also offer development of custom SOAP methods for your specific needs





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