

The logo icon consists of several horizontal white bars of varying lengths, stacked vertically, with a small circle at the top left.

POBUCA LOYALTY

PRESENTATION AGENDA

Company Profile

1

The Loyalty Platform

2

Technologically
Advanced Features

3

Loyalty Case Studies

4

THE TEAM



CURRENT STATUS

UK, UAE, Poland,
Argentina, Greece

30%
international
sales from
25 countries

€5M
revenue



100 employees

POBUCA SUITE

 POBUCA
CONNECT

 POBUCA
LOYALTY

 POBUCA
SALES

INTEGRATION

 Microsoft
Gold Partner

 CISCO

 POBUCA

CRM EXPERTS

19 years – 100 projects – Microsoft Partners

POBUCA

Microsoft

Leader in CRM technologies

2 times awarded as **Microsoft Country Partner** of the Year



International Vendor

Smooth integration with existing infrastructure

No risk for you

CLIENTS & AWARDS

VENDOR AWARDS

Microsoft Country Partner 2011
Microsoft Country Partner 2016
Cisco Advanced Specialization in
Unified Collaboration
Cisco Meraki Partner of the Year 2016 -
2017
Cisco Marketing Innovation Partner of
the Year 2016

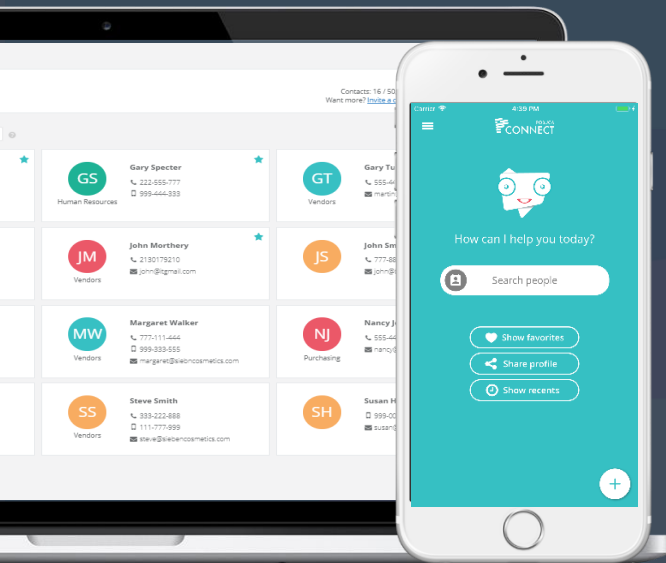


PROJECT AWARDS

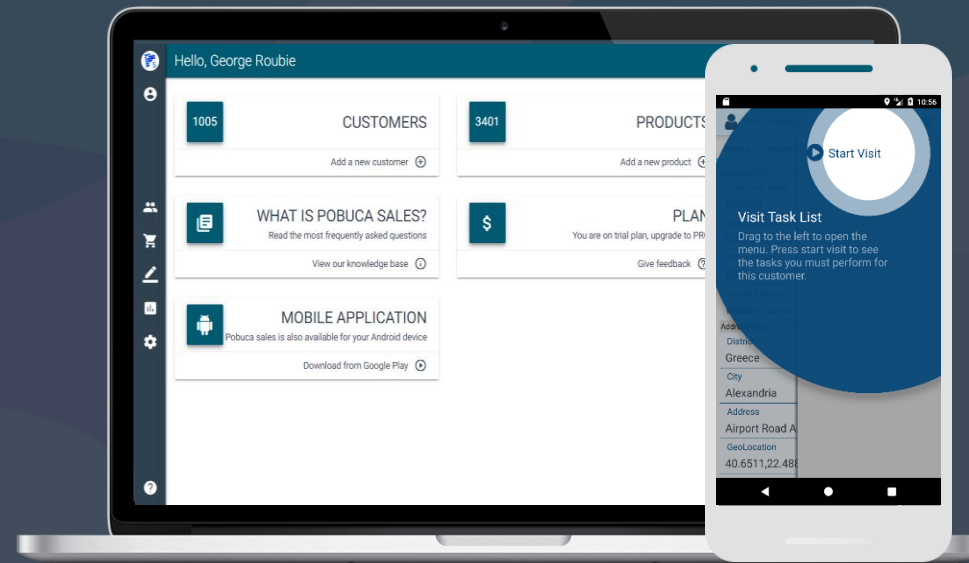
MS Mobility Partner 2012 (snooz.me)
IT Excellence Award 2013 (Frigoglass)
App Gold Award 2015 (Schneider)
Cyta Mobile Excellence 2015 (KRI KRI)
Cyta Mobile Excellence 2016 (NN)
App Gold Award 2016 (Schneider)
Best International Loyalty Initiative 2018 (Vero)

POBUCA SUITE


FAST BUSINESS COMMUNICATION




SALES AUTOMATION FOR BRANDS




ENGAGED & LOYAL CUSTOMERS



CUSTOMER ENGAGEMENT

It costs **5 times more** to acquire new customers than it does to keep current ones

(Forrest Research, Lee Resource Inc.)

80% of your company's future revenue will come from just **20% of your existing customers**

(Gartner Group)

The probability of selling to an **existing customer is 60 – 70%.** The probability of selling to a new prospect is 5-20%

(Marketing Metrics)

Reducing **customer churn by 5%** can increase profits from 25 – 125 %

(Leading on the edge of chaos, Mark A. Murphy)

5% increase in customer retention can increase a company's profitability by 75%

(Bain & Co)

THE PROBLEM

Retail & Brands understand the value of digital transformation in **Customer Engagement**
BUT

RESOURCES / KNOWLEDGE



CUSTOMER JOURNEY



THE SOLUTION

POBUCA LOYALTY

RETAILERS

BRANDS

Provide an omni-channel
customer experience

Increase customer
engagement

Reward Loyalty

POBUCA LOYALTY



Press [PLAY](#) to watch the video

KNOW YOUR CUSTOMERS

360° View of Customer Profile

Customer Database

GDPR Compliant
Member Management
(mobile, web, chatbot)

Predict Behavior

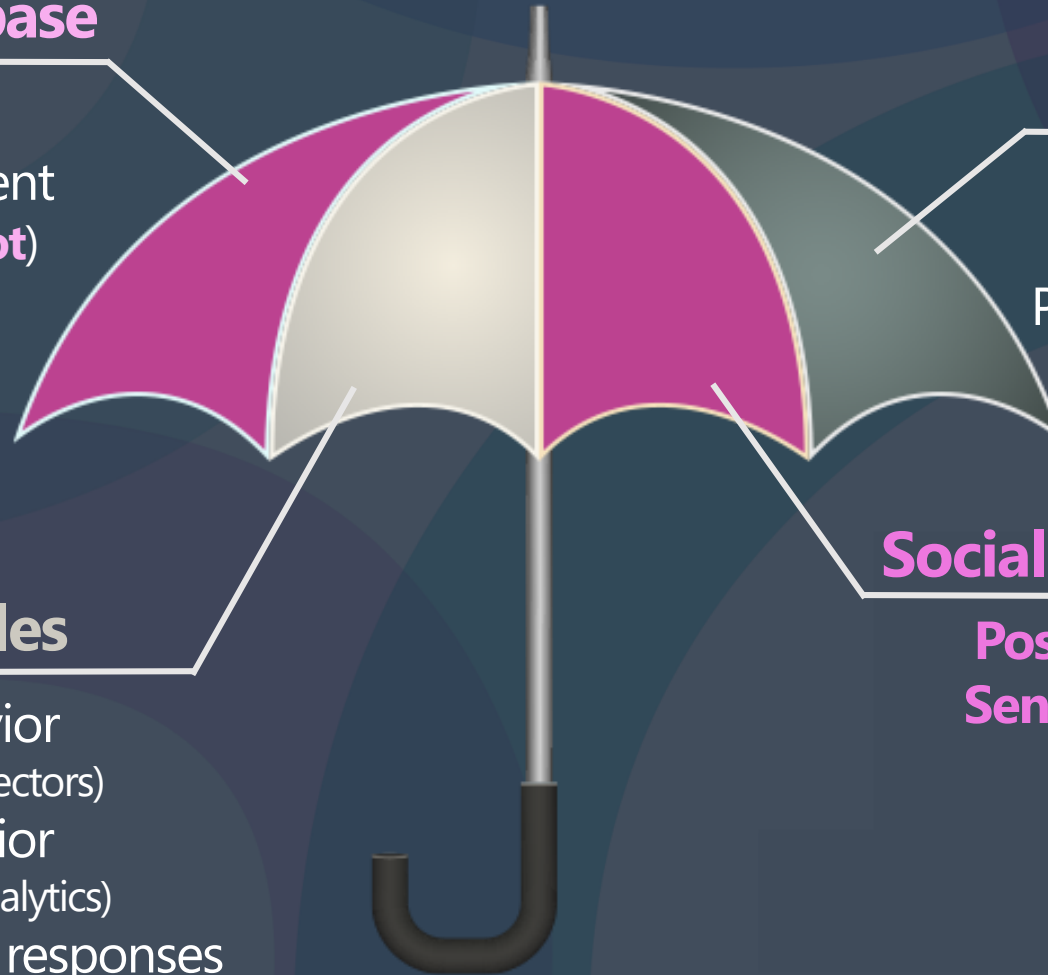
Machine Learning
Scoring & Segment
Product **Recommendation**

Build Profiles

Buying Behavior
(ERP & E-shop connectors)
Online Behavior
(personalized web analytics)
Campaign & Survey responses

Social Media Insights

Post Management
Sentiment Analysis



CUSTOMER ENGAGEMENT

CAMPAIGN TOOL



“Push & Pull”



CUSTOMER SERVICE



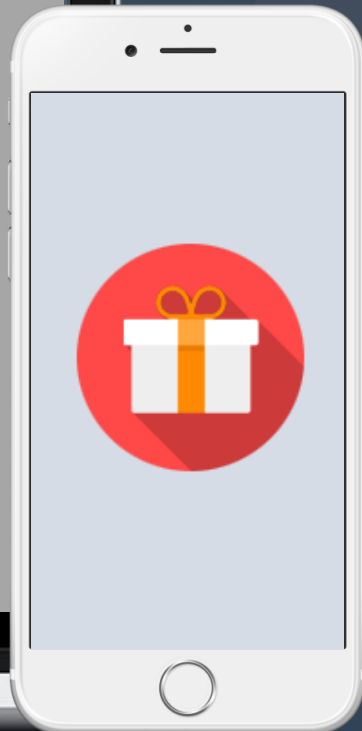
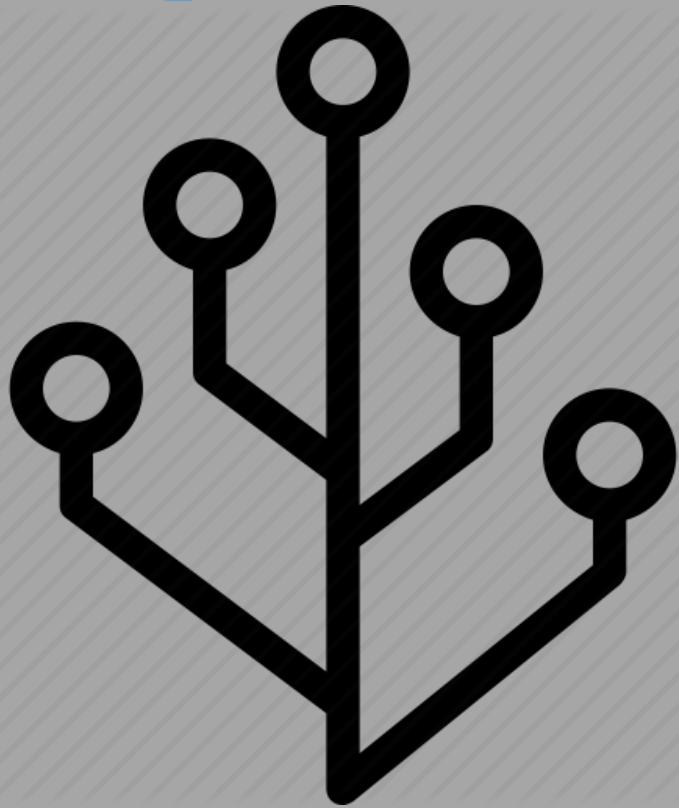
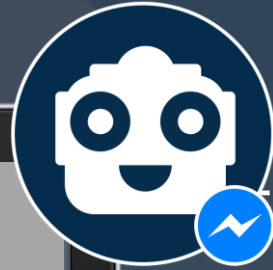
**Personalized & Location
based Content**

LOYALTY REWARDS

Create repeat buyers



CUSTOMER TOUCH-POINTS

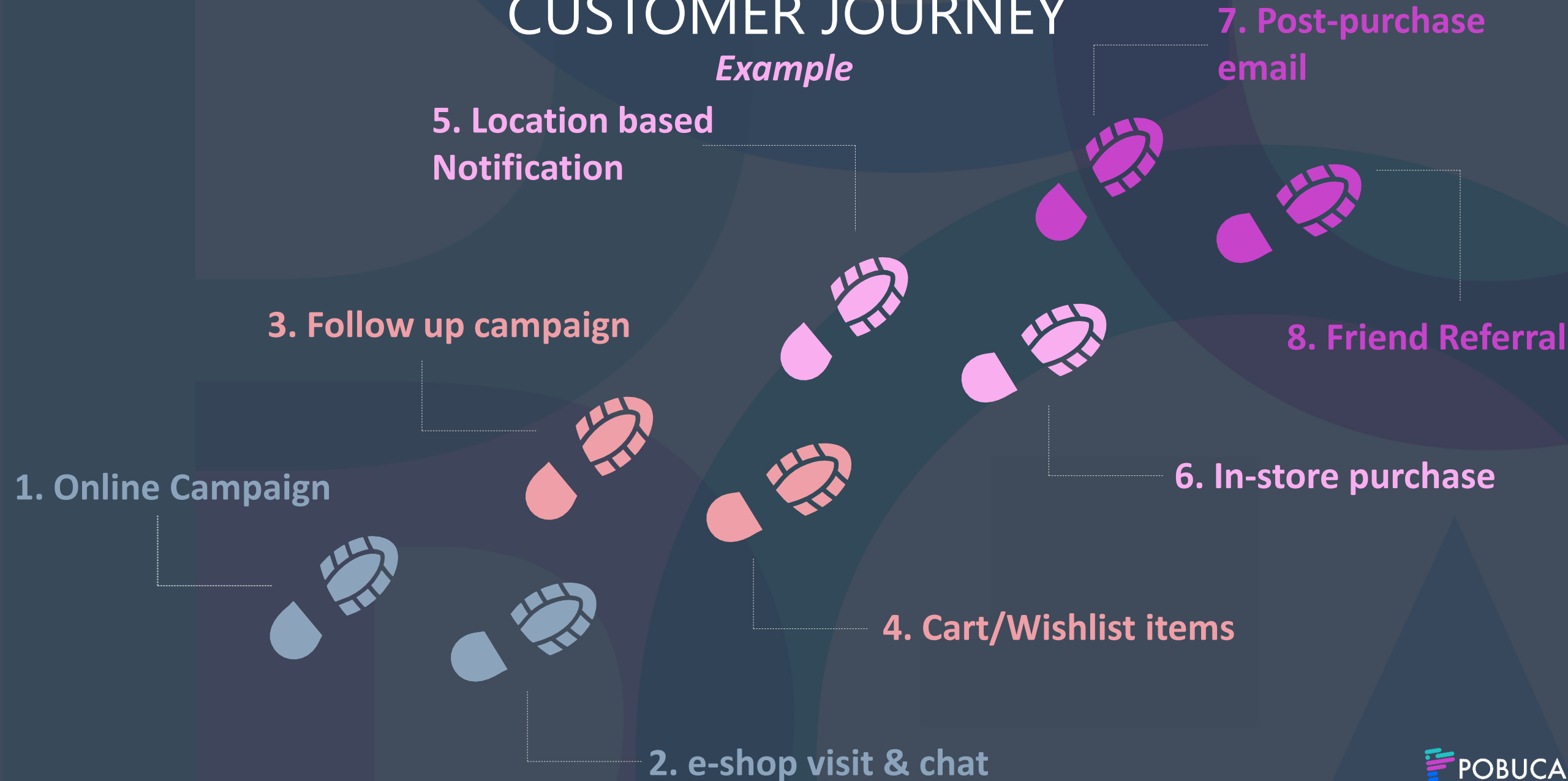


- ✓ Manage Profile & Opt-in/Opt-out
- ✓ Personalized offers & Coupons
- ✓ Loyalty Points & Transaction History
- ✓ Location based notifications
- ✓ Ask questions

GDPR Compliant

CUSTOMER JOURNEY

Example



ADDED VALUE FEATURES





LOYALTY CHATBOT

(functionalities)

Artificial Intelligence Knowledgebase

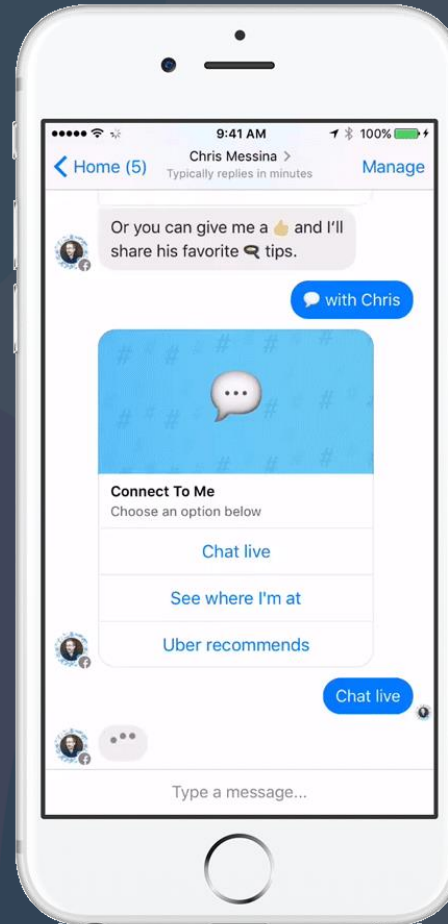
Users get answers regarding product / service related questions using physical language.

Escalation with human agents

Allows customers to directly communicate with company's staff. They may ask specific questions, to specific people with the human agents.

Awareness

Communicate product launches or awareness campaigns.



Customer Service

Built a customer service agent that NEVER sleeps.

Reminders, Promos, Offers

Customers will be able to Opt-in in order to receive communication such as reminders, promos & offers.

Loyalty Assistant

The Messenger bot gives customers access to their rewards card and rewards balance at any time. Customers can simply ask the bot for such information.

CALL INTELLIGENCE

Get customer feedback



Analyse phone calls and transcribe to Greek / English



Tag phone calls using trackers for competition or specific products



CUSTOMERS

Monitor and evaluate agents



Track call statistics such as customer monologues, listen/talk ratio and talking speed



Extract customer sentiment

Call intelligence

ΟΜΑΔΑ ΠΩΛΗΤΗΣ

Συνολικές εγγραφές κλήσεων

200

Μήνα με μήνα ▼(17.14)%

Συνολική διάρκεια εγγραφής κλήσης

13.1ώ

Μήνα με μήνα ▼(15.96)%

Κλήσεις όπου αναφέρεται λέξη παρακολούθησης Κλήσεις όπου αναφέρεται ανταγωνισμός

182

Μήνα με μήνα ▼(18.46)%

138

Μήνα με μήνα ▼(18)%

26/02/2019 16/04/2019

λίγα δευτερόλεπτα πριν

Ανταγωνιστικά προϊόντα και μάρκες - Οι Macbook, AWS και Apple σημειώνουν ανοδική τάση στις κλήσεις πωλήσεων

λίγα δευτερόλεπτα πριν

Οι Price, Service και Training σημειώνουν ανοδική τάση στις κλήσεις πωλήσεων

λίγα δευτερόλεπτα πριν

Οι εκπρόσωποι Jamie Reding, a και m υστερούν από τους υπόλοιπους στα περισσότερα KPI συζητήσεων

Περιεχόμενο

Λέξεις παρακολούθησης που αναφέρονται απ...



Συναίσθημα

Συνολικό συναίσθημα πελάτη

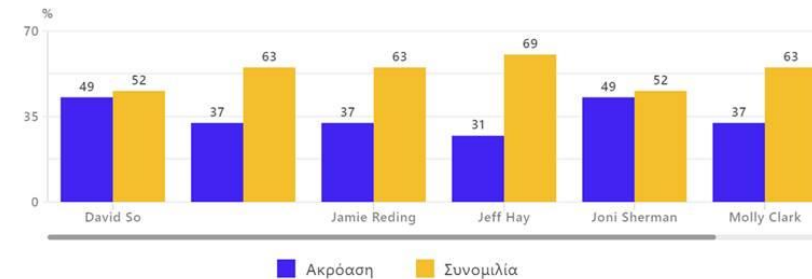


Συναίσθημα με την πάροδο του χρόνου



Στυλ συνομιλίας

Ακρόαση έναντι ομιλίας κατά πωλητή

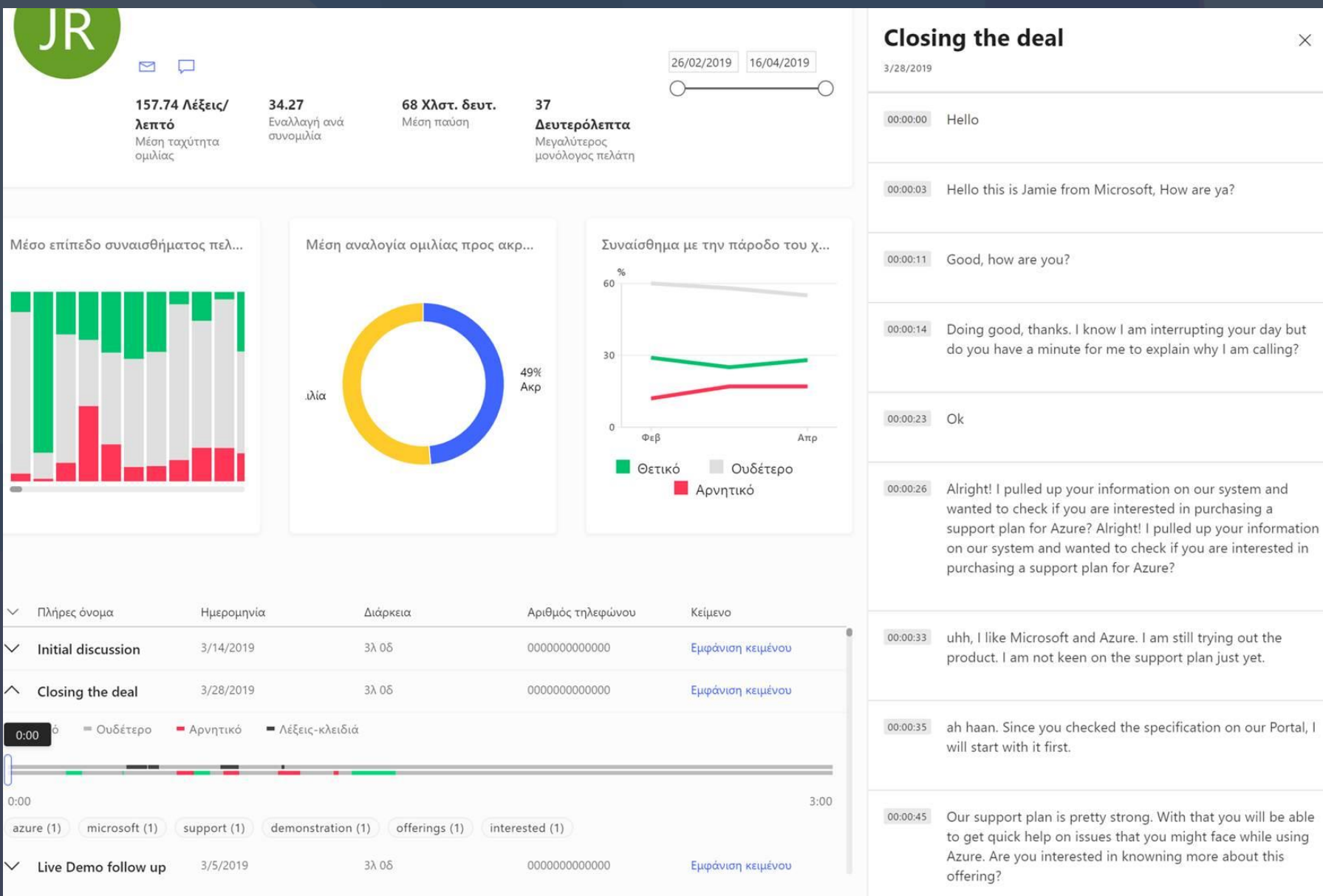


Υψηλότερο μέσο ποσοστό εναλλαγής κατά πωλη...



Μέση ταχύτητα ομιλίας κατά πωλητή





PROXIMITY MARKETING

Via Wi-Fi Technology

How it works:



Customers come in store and through a **splash screen** they submit their phone number to **access wi-fi**

This information is stored in **Pobuca Loyalty**

Pobuca Loyalty helps us enrich customers' digital profiles

PROXIMITY MARKETING

Via Wi-Fi & Beacons Technology

Real - Time Personalized Communication (email, sms, push notification via mobile app)



Welcome

Welcome back! It is your 3rd time in our store. Enjoy An exclusive 10% discount!



Sales - Offers

The product you are looking for is on sale. Ask our experts for tips.



Feedback

We hope you have found everything you needed. Don't forget to rate us and leave your feedback.



Check - in

Share your location in your social media accounts and earn loyalty points.



Daily News

Check out just released products on the second floor.

ML & CUSTOMER SEGMENTATION

RFM & Machine Learning Segmentation

Get accurate definitions of the best customers, most loyal, biggest spenders, almost lost, lost customers and lost cheap customers

Optimize Marketing Mix

Determine which sales offers, incentive and programs are presented to which prospects through which channels

Cross sell & Up sell

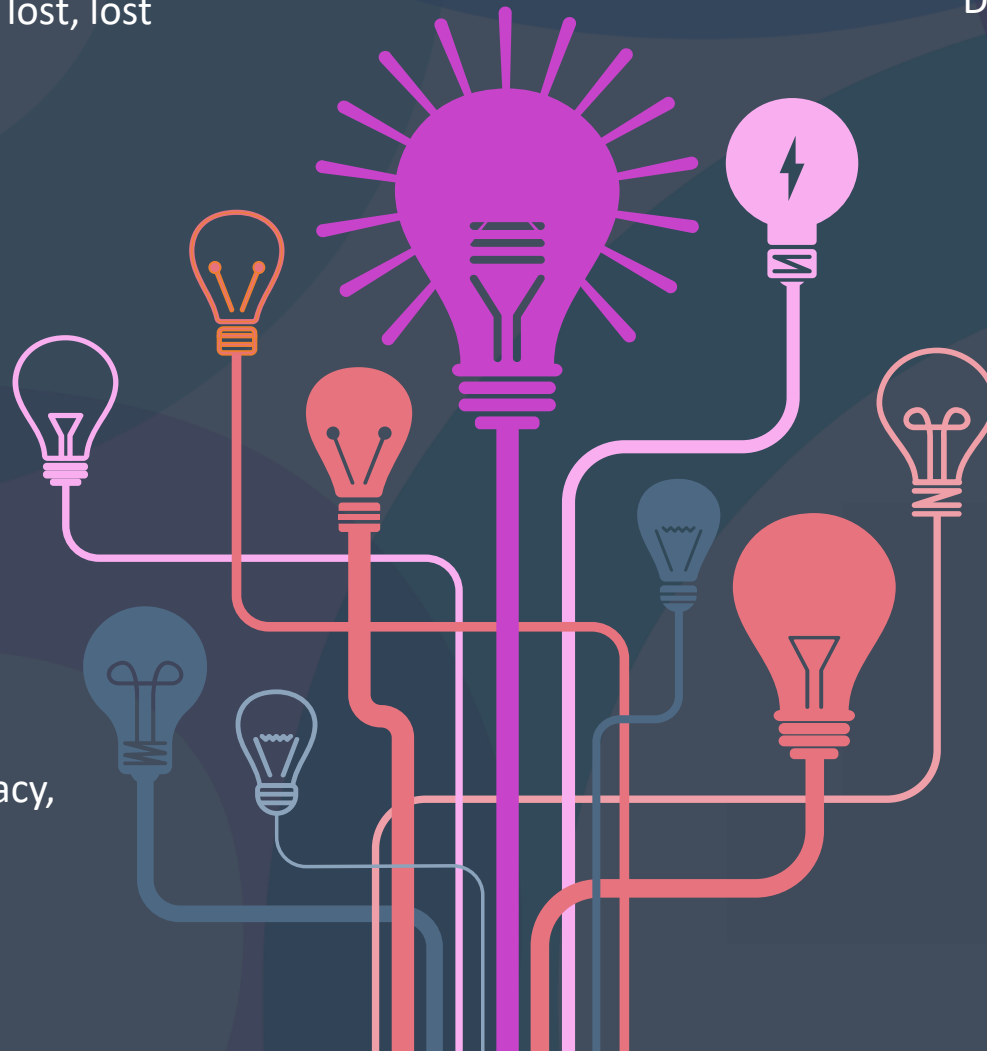
Creating and fine-tuning propensity models that guide cross-sell and up-sell strategies by product line, customer segment, and persona

Customer Churn

Analyze and significantly reduce customer churn using machine learning to streamline risk prediction and intervention models.

Personalized campaigns

Optimized message targeting accuracy, context and precision of marketing campaigns



FUTURE OF AI IN RETAIL

Why?

Consumers have an entirely new set of behaviors and expectation



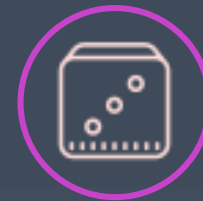
Virtual Assistant for
Marketing Teams



Virtual **Personal
Shopper**



Manage store
resources & processes

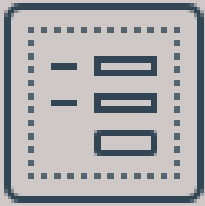


**Personalized
Storefront**

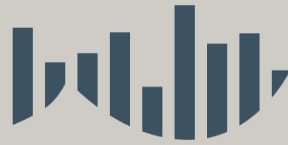
SHOPPING ASSISTANT



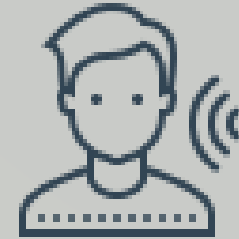
CONSULTING & OUTSOURCING SERVICES



Campaign
Management



Loyalty Consulting



Collaboration &
Reporting

CONSULTING & OUTSOURCING



B2C CONSULTING SERVICES



Business Analysis Report



Marketing & Consulting
Outsourcing Services

BUSINESS ANALYSIS REPORT



Loyalty Scheme's
Goal Definition



Loyalty Scheme
Processes



International
Loyalty Cases



ROI Analysis



Proposals &
Scheme definition

MARKETING & CONSULTING OUTSOURCING SERVICES



Launching the Scheme



Campaign Management



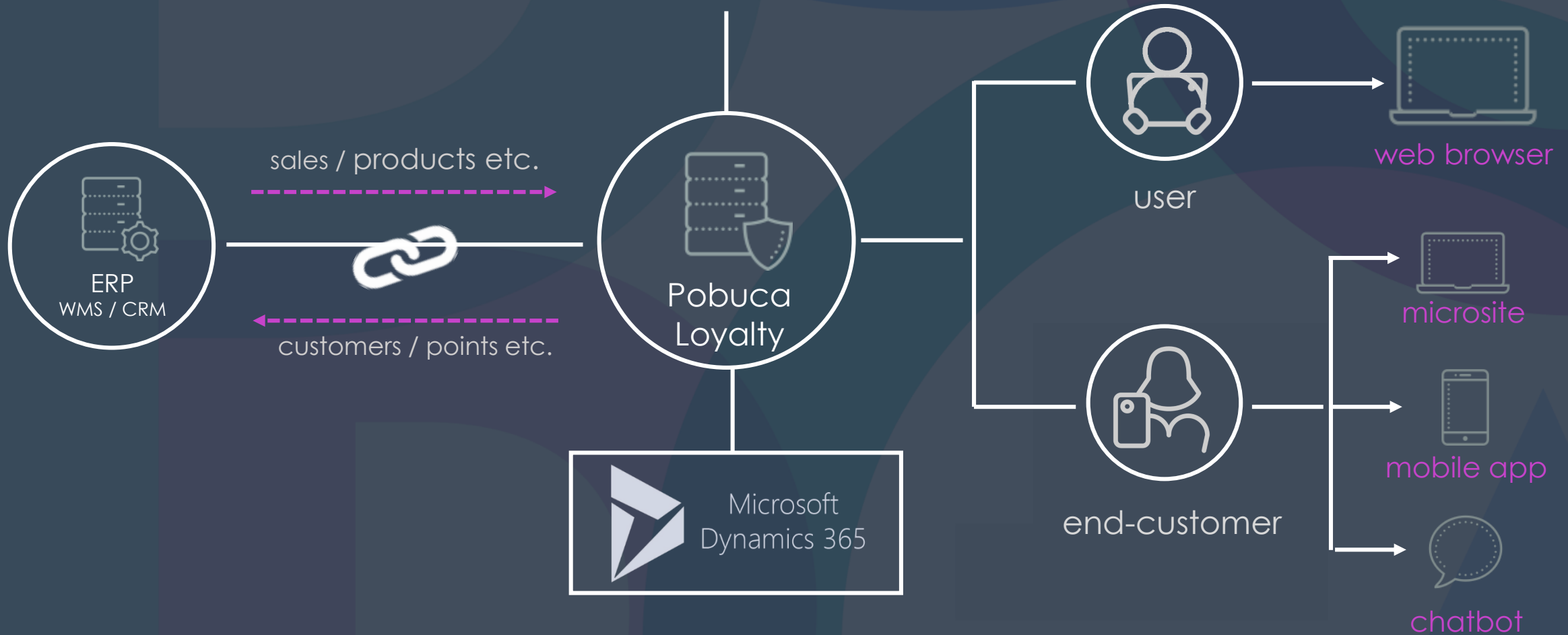
Reporting



Segmentation

TECH ARCHITECTURE

on premise / cloud





CUSTOMER CASE

40 users

GANT®

CUSTOMER ENGAGEMENT

LOYALTY

USAGE:

loyalty members

~82K

campaigns sent

700

claimed rewards

~5K

points collected

~7M

BUSINESS BENEFITS:

- Improve digital marketing strategy
- Increase sales
- Increase loyalty members
- Reward loyal members
- Create a unique customer data base
- Achieve data integrity
- Succeed predictive marketing

Microsoft Dynamics NAV

+

LS Nav



CUSTOMER CASE

2 years

VERO

LOYALTY

CUSTOMER ENGAGEMENT

USAGE:

loyalty revenue

~67% of total

loyal avg basket VS non-loyal

2:1 ~203%

low inactivity

~25% vs 55% after 2 years

registrations

Steady rate after 2 years

BUSINESS BENEFITS:

- Create a digital marketing strategy
- Increase sales
- Reward loyal members
- Provide an omni-channel experience
- Optimize customer service
- Achieve predictive marketing

TARGIT
courage to act

INTEGRATION



L CUSTOMER CASE

5 countries



LOYALTY

CUSTOMER ENGAGEMENT

USAGE:

loyalty members

~6K

country expansion

5

claimed rewards

~5K

customer satisfaction

80%

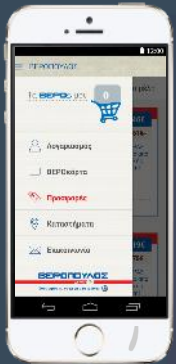
BUSINESS BENEFITS:

- Improve digital marketing strategy
- Increase sales
- Know their customers
- Reward loyal members
- Create a unique customer data base
- Achieve data integrity
- Quantify Indirect Sales

LOYALTY PROJECTS

Vero Card

Loyalty & CS Platform
Omni-channel Registration
Microsite & Mobile app
Omni-channel Campaigns
Coupons
POS Integration
Automated Coupons
Loyalty Outsourcing



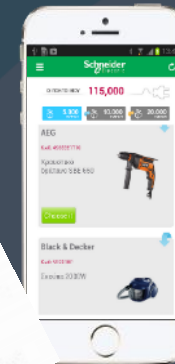
Diadermine

CRM Platform
Dynamic Facebook Apps
Omni-channel Campaigns
Campaigns & Social Media Outsourcing



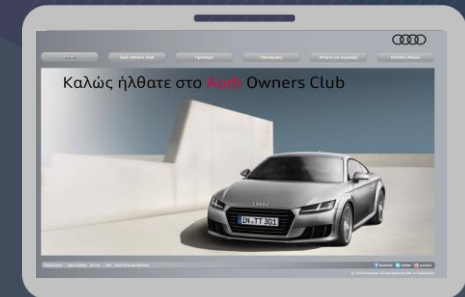
Schneider Electric

CRM & Loyalty Platform
Card-less Registration
Omni-channel Campaigns
Integration with Distributors
Microsite & Mobile app
Facebook app
E-Catalogue
Triggered Offers
Loyalty Outsourcing



Audi & VW

CRM & Loyalty Platform
Microsite
Integration with Service points
Omni-channel Campaigns
Reminders
Loyalty Outsourcing



LOYALTY PROJECTS

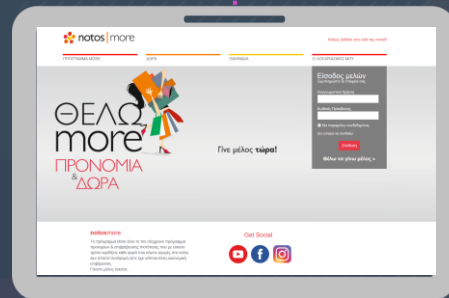


Gant

Loyalty Platform
Microsite

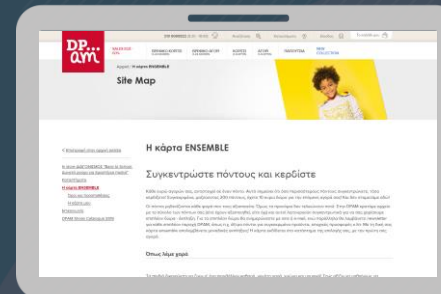
Omni-channel Campaigns
Coupons

Navision & LS Retail Integration
Franchisees Portal
Gift Logistics Integration



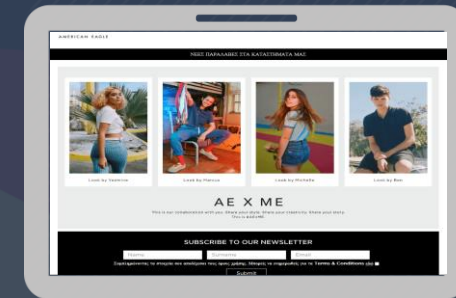
Notos More

CRM & Loyalty Platform
Microsite
Card-less Registration
Omni-channel Campaigns
Navision Integration
BI Tool



DPAM Ensemble

CRM & Loyalty Platform
Card-less Registration
Omni-channel Campaigns
Navision Integration
Automated Coupons
Digital Signage - Gamification



American Eagle

CRM Platform
In-store Tablet Registration
Omni-channel Campaigns

WHY WITH US

DP...
am

GANT

bluegr
HOTELS & RESORTS

Henkel

KOSMOCAR



VERO



Schneider
Electric

wilo

>70
projects

>5M
loyalty
members

THANK YOU!

See you @  **POBUCA**
LOYALTY



facebook.com/sieben.gr/



twitter.com/siebengr

APPENDIX



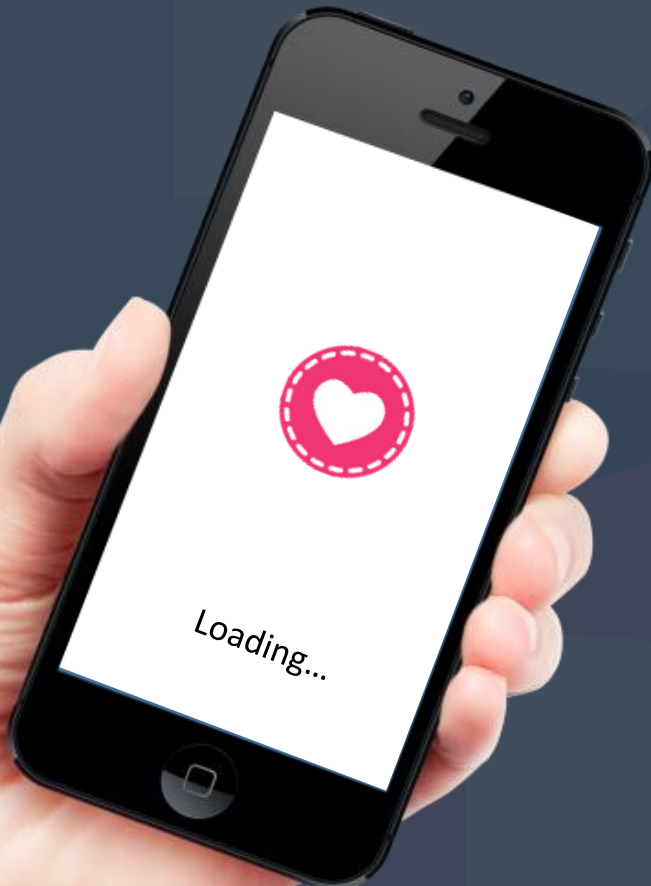
MOBILE APP DEVELOPMENT

Features:

- ✓ Profile Management
- ✓ Loyalty points & coupon information
- ✓ Navigate to store
- ✓ Location based push-notifications



MOBILE APPLICATION



My Account / My Profile

Info about purchase and point history, coupons and rewards available.



Inbox (notifications)

Notifications about rewards, orders, points, promos etc.



Order tracking

Tracking of orders based on the orders code.



Digital Coupons Offers

Digital coupons available for redemption



Wishlist

List of the products that the user wishes to buy.



Cart

List of the products that the user wants to buy . Ability to make a purchase through this.

MOBILE APPLICATION

Brand news

Feed of Articles with the brand's news, sharable in social media

Fashion tips

Feed of Articles with fashion tips, sharable in social media

Store Locator & availability

Map with all the stores and details about the physical store that an item can be found

Geolocation

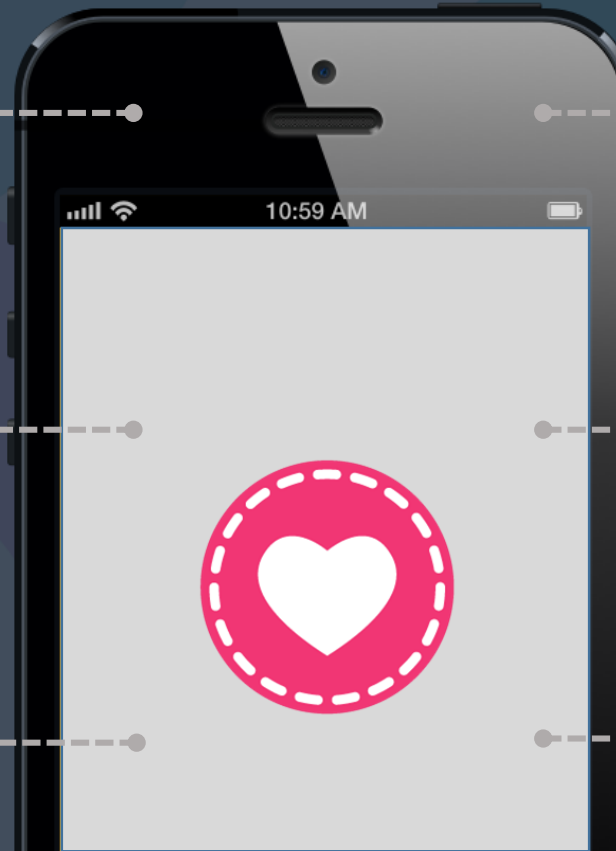
Push notifications based on the user's location

Contact

Communication form, customer care line details, FAQs.

Product Catalogue

Product catalogue based on the E-shop feed



ONE STEP FURTHER



Image recognition

Users can search items by using by uploading a photo from their gallery OR use their camera to capture something instantly in order to find similar products within NOTOS Galleries



Shop the look

Recommendations of product combinations that the user can purchase



Find your size

Recommendation of the right size as per measurements given by the user and based past purchases of users with similar measurements



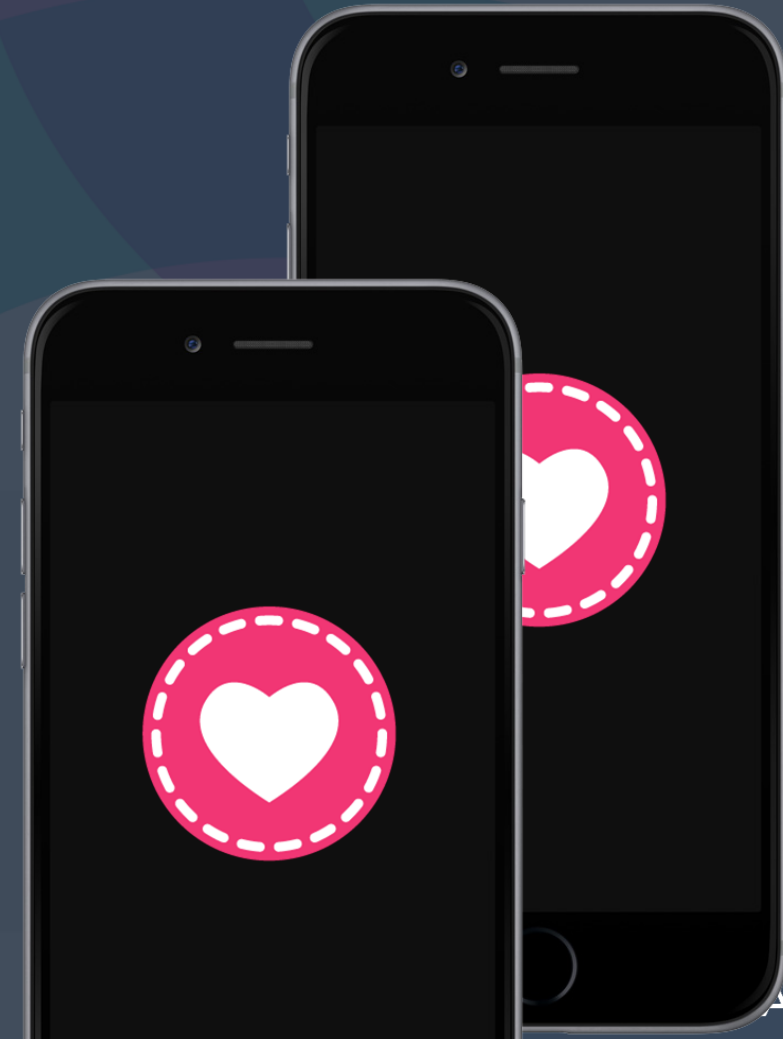
Barcode scanner for products

barcode ή QR code scanner .



Beacons Notifications

Push Notifications about rewards, orders, points, promos etc., based on the in-store customer location



WEBSITE DEVELOPMENT

Features:

- ✓ Profile Management
- ✓ Loyalty points & history
- ✓ Digital Coupons finder
- ✓ Redeem points and claim gifts & rewards

MARKETING

...

SALES

ONLINE PORTALS



Agents & Franchisees

- **Customized portal for each User role**
- **View / Edit customer profiles** (points, history, etc.)
- **Track customer care cases**



In-store Sign up

- **Sign-up via in store**
- **View / Edit profile**
- **Secure connection**

FACEBOOK APPS

One for each Brand

The Facebook application is available for all customers and the content can **change dynamically**

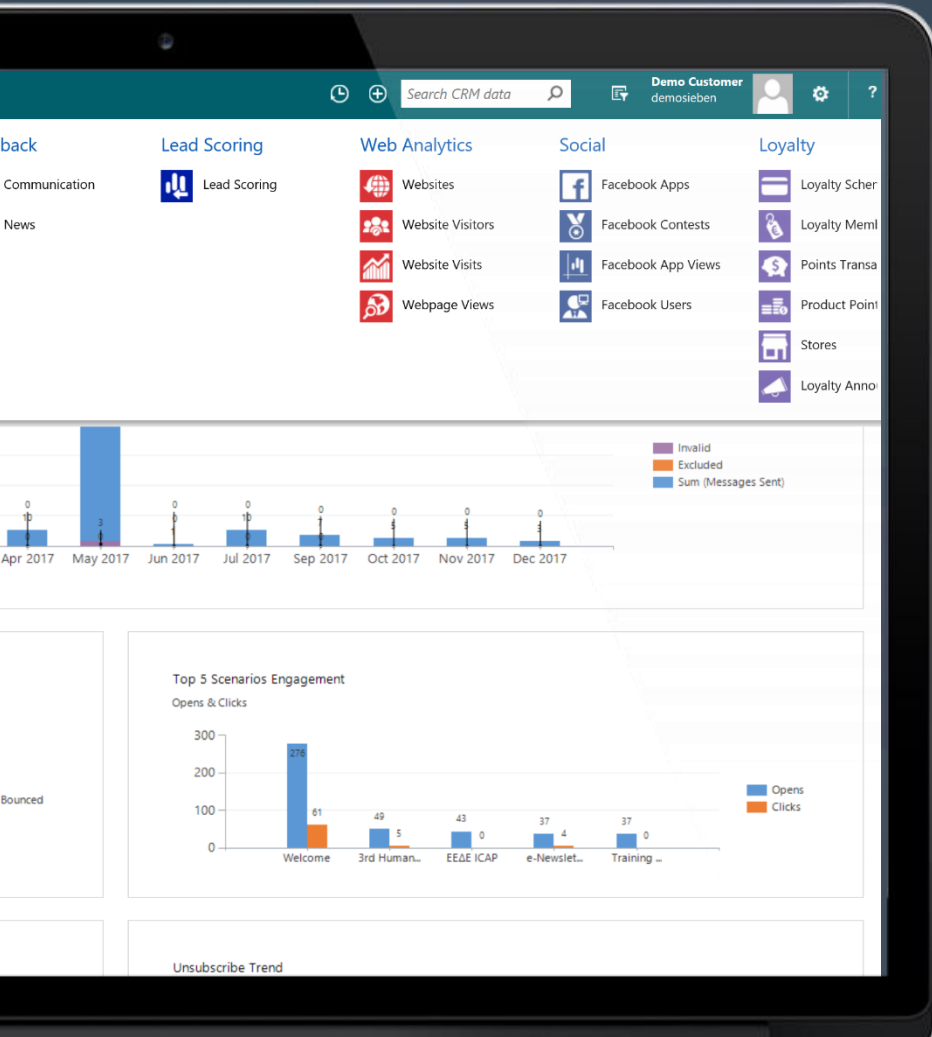
They can check the latest **news** and **fashion tips**, participate in **contests** and **surveys**



Customers can login, view and **manage their profile** information and available **points, coupons & offers**

With Pobuca Loyalty campaign tool they can receive **personalized campaign notifications** in their Facebook Inbox

CUSTOM TECH ENABLERS



Presence & Beacons
technology



Gamification & Augmented reality



Digital wallets



Microsoft Teams
internal chat



Digital signage
apps



NEW BOT CHANNEL.

Enrich the available communication channels



Surveys



Viber



Website
Notification



Push
Notification



Messenger
BOT

Personalized Content

CHATBOTS

Features:

- ✓ Available in websites, apps, Messenger & Viber
- ✓ Profile management
- ✓ Loyalty & Coupon information
- ✓ Store locator
- ✓ Answer FAQ's and escalate to human agents





BOTS

(in Loyalty & Customer Service)

“

A computer program designed to simulate an **intelligent conversation** with one or more human users via conversational interfaces.

Facebook Messenger has opened up its Messenger platform to third party chatbots. For companies looking to connect with Facebook's **1.65 billion users**, bringing your business directly to the source isn't a bad call.

75% of millennials choose texting over talking.

76% of millennials prefer to receive texts over calls from companies because texts are more convenient and on their own schedule.

75% of millennials find text reminders helpful, only

30% are receiving them regularly.

Source: OpenMarket, 2016



BOTS

(examples in loyalty)



Loyalty assistant: *The Messenger bot gives the customer access to their rewards card and rewards balance at any time. Customers can simply ask the bot for such information.*



Local stores: *Helping customers find local stores is a breeze. They can simply ask the closest store. The bot replies with a list of local stores and provides directions.*



Offers, Promos & Coupons: *At any time, the customer can find out about current promotions by asking the bot or the bot can periodically push such promos to the customer.*



Payments: *Soon Customers will be able to make payments right from the bot through the platform, as well as linking directly to a point-of-sale terminal or a gas pump to make a payment.*



Virtual agent: *Answers any question asked on a digital channel. If it cannot find the proper answer, the bot will assign the question to a specific team within the company.*



Presence analytics & Beacons: *Can be integrated with the bot mechanism to provide location based offers to customers*

PROVIDE CUSTOMER SERVICE

Marketing + Customer service together:

- ✓ Track customer responses and manage them by support team
- ✓ Case management – Resolution workflows (Track history)
- ✓ Insights for marketing campaigns & customer segmentation



GAIN INSIGHTS

Consolidate strategy under a single view:

- ✓ Campaigns reporting and how affect sales
- ✓ Loyalty program progress (monthly KPIs)
- ✓ Achieve goals & plan for future actions



DIGITAL COUPONS

Create digital coupons:

- ✓ Embed coupon in marketing campaigns
- ✓ Customer specific or generic
- ✓ Support different types of discounts

