The Science of activating Engagement & Loyalty

Captain Up

- During these times, when **teams move to remote work**, customers are limiting offline activity & spend - **online experiences are the main channel** of communication. It is crucial to optimize the user journey, to provide relevant, timely feedback, **reward desired activities and gain a dynamic view of the team's & customer's activity**.

- Our teams & customers may be remote, but **the need to interact, feedback, socialize, manage & motivate**, is as relevant as ever. Using **behavioural economics and machine learning**, Captain Up powers teams and customers with relevant goals, feedback and rewards for their activity.

- **Creating a personal user experience**, maximizing team engagement, generating customer loyalty and retention.

Personalize the user journey. Real time **messages** and **promotions**. Every **action** counts towards a bigger goal. **Promote**, **reward** and send direct **messages**.

Customers collect **trophies** and **badges**, progress through **levels** complete **challenges** and **missions**, claim **rewards** and prizes, or purchase goods.

Find what **benefits & experiences are valued most** by employees / customers & how they perceive the values gained from engaging with products and services.

The platform is **integrated with Microsoft's advanced transaction tools** and enables brands to purchase and activate the loyalty platform from the marketplace.

- Manage and **incentivize remote workers**
- Provide **self service** channels
- Manage user experience in **one place**
- Add a **personal touch** to the online journey
- **Personalize the communication** channel
- Create segmented **journeys**
- Gain view on users behaviour

Captain Up on Microsoft Azure Marketplace

Microsoft

Captain Up Case Studies

YouTube

User Profile	Activity Feed	Leaderboards	Tournaments
Notifications	Customized Pop-ups	Inbox	Automated Messages
Levels	Shop	Trophies	Rewards
User Mgmt	Rule Engine	Currency Conversion	Segmentation