

# MAXXING PRESENTATION

01/04/2024



## **Our SaaS platform**

**Our real time omnichannel SaaS platform allows seamless & personalized customer experience based on transactional and emotional behaviors.**

**Collect data from all your customer touch points & engage them more successfully. Empower both your sales and marketing teams with tools to face everchanging retail challenges !**

# Your partner for premium omnichannel customer experience

## OUR COMPANY :



Our ambition is to become  
**leader in our market**



Active on  
**acquisition strategies**



Expanding our market  
reach to **new sectors**



Innovate with **new**  
**modules**



Involved **financial partners**  
with significant resources



Agnostic of our  
**shareholders**



Engage more with our  
customers by bringing  
**professional services**



Reinforce our  
**international presence**

# Maxxing's international presence



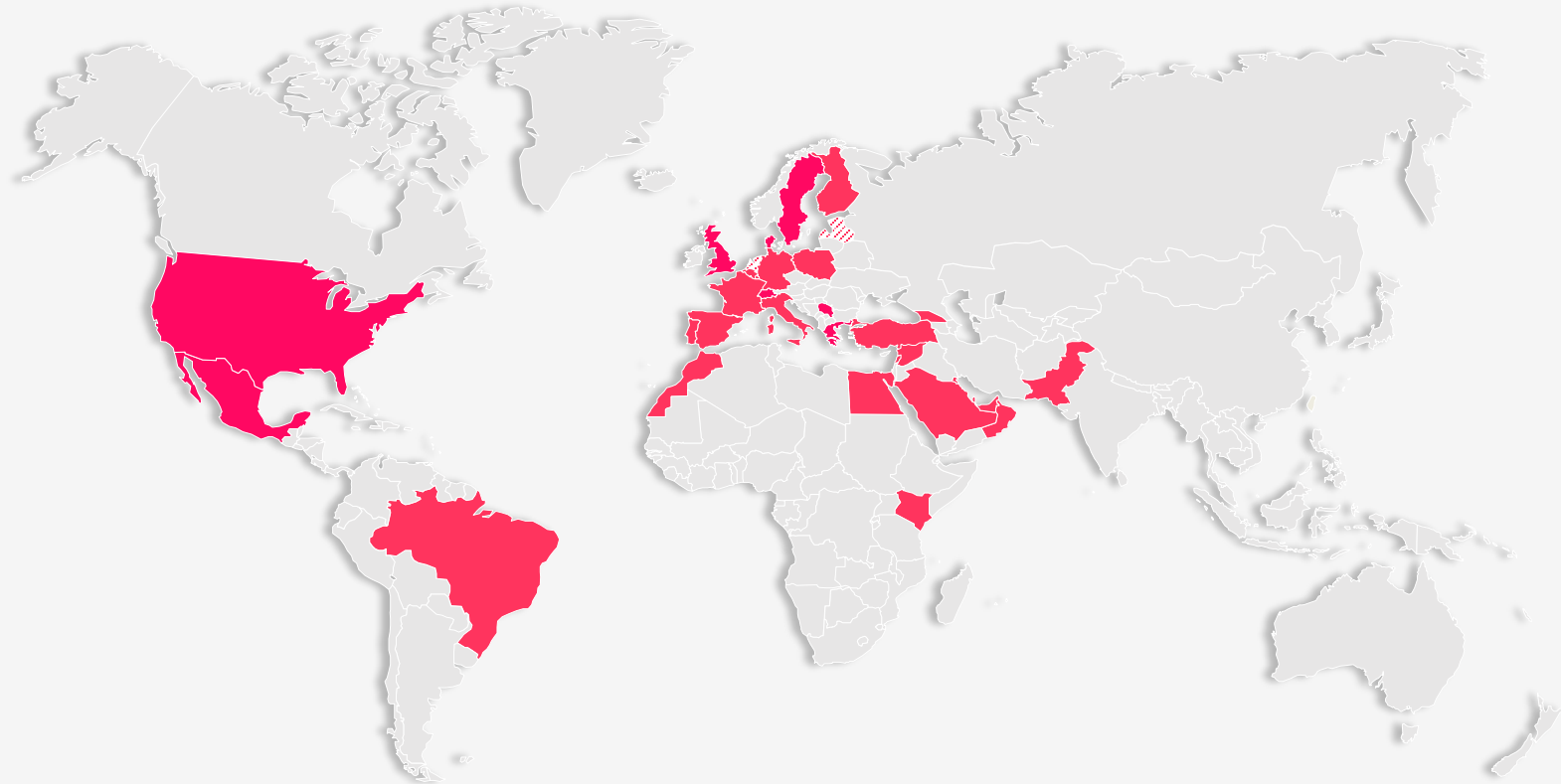
+ 25 countries



35 Members



Offices : Lille, Paris, Dubai  
Soon a new office in Asia



# A new approach to brand **loyalty**



## **ENGAGEMENT**

Build customer loyalty  
across all channels



## **DATA**

Enrich & personalize your  
customer knowledge



## **INNOVATION**

Personalize your  
marketing strategy with AI



## **EXPERIENCE**

Combine behavior, transactions,  
and interactions



## **GROWTH**

Increase traffic & boost  
sales



## **PERFORMANCE**

Analyze your campaigns  
to improve your ROI

# Omnichannel customer experience in real time



# Customer insight... for recognition

## Online/Offline

**Aggregate data** coming from online & offline channels for a **360° view** of your customers.

## Segmentation

**Segmentation** of the client database in homogeneous groups according to identical **behaviors & patterns**

## Scoring

Test & learn to rate **offers** and **improve redemption rates**



## Unique customer repository

A **common directory** for all channels

## Targeting

Send the most **relevant offers** to **the right client** targets according to the data in the client database

## Data

**Data collection** on customer habits, transaction history, offer appeal, etc.

# Freedom to **engage** all customers

## Offers directory

Unique repository for all offers, whether defined in Maxxing or 3rd party solutions (like ERPs)

## Omnichannel

Omnichannel offers available across all marketing channels and delivers an elevated, seamless customer experience

## Rule engine

A rule engine which creates a rich solution which allows the creativity of innovative and inventive offers



## Real-time

Real-time earn & redemption secures offers for a better budget control

## Offers

Local and national offers, as well as multi-country and multi-currency ones

## Benefits

Immediate or deferred vouchers and discounts, physical or dematerialized coupons



# Rewards for engagement

## Loyalty program

Management of any type of loyalty program

## Tailored interactions

Offer customization for each customer, channel, context, moment in the customer journey the client is in

## Customer insight

Retrieval and accumulation of customer insight via their purchase history, sales they are entitled to receive, point movements, location, & more



## Secured Earn/Burn

Earn and burn offers on all channels according to different criterias. The validity of the offers is unique to each customer.

## Gamification

Badge collection, games, challenges, lotteries, club memberships, customer communities

## Rewards

Points, cashback, loyalty check rewards

# Personalized promotions based on customer targeting



Import of **external mass targeting**

(e.g. Marketing automation campaign)



**Targeting calculation from Maxxing**

(e.g. Anniversary date)



Targeting of **a unitary customer account** in **real time** from **a third party application**

(e.g. Web browsing)



Targeting of **a unitary customer account** in **real time** from **the Maxxing engine**

(e.g. Purchase of a product)

# Personalized promotions according to customers' profile



Depending on **the type of customer**: Loyalty, Employee, Partner or the type of card (free, paid)



According to a **segmentation /Marketing targeting** imported in the solution (RFM, Scoring, ...)



Depending on the **status of the customer** (Gold, Silver, ...)



According to a **customer attribute** (age, gender, interest, ...)



According to a **customer preference** (brand/product/preferred department)



Following a **customer counter** ( amount spent, number of visits, number of points, ...)

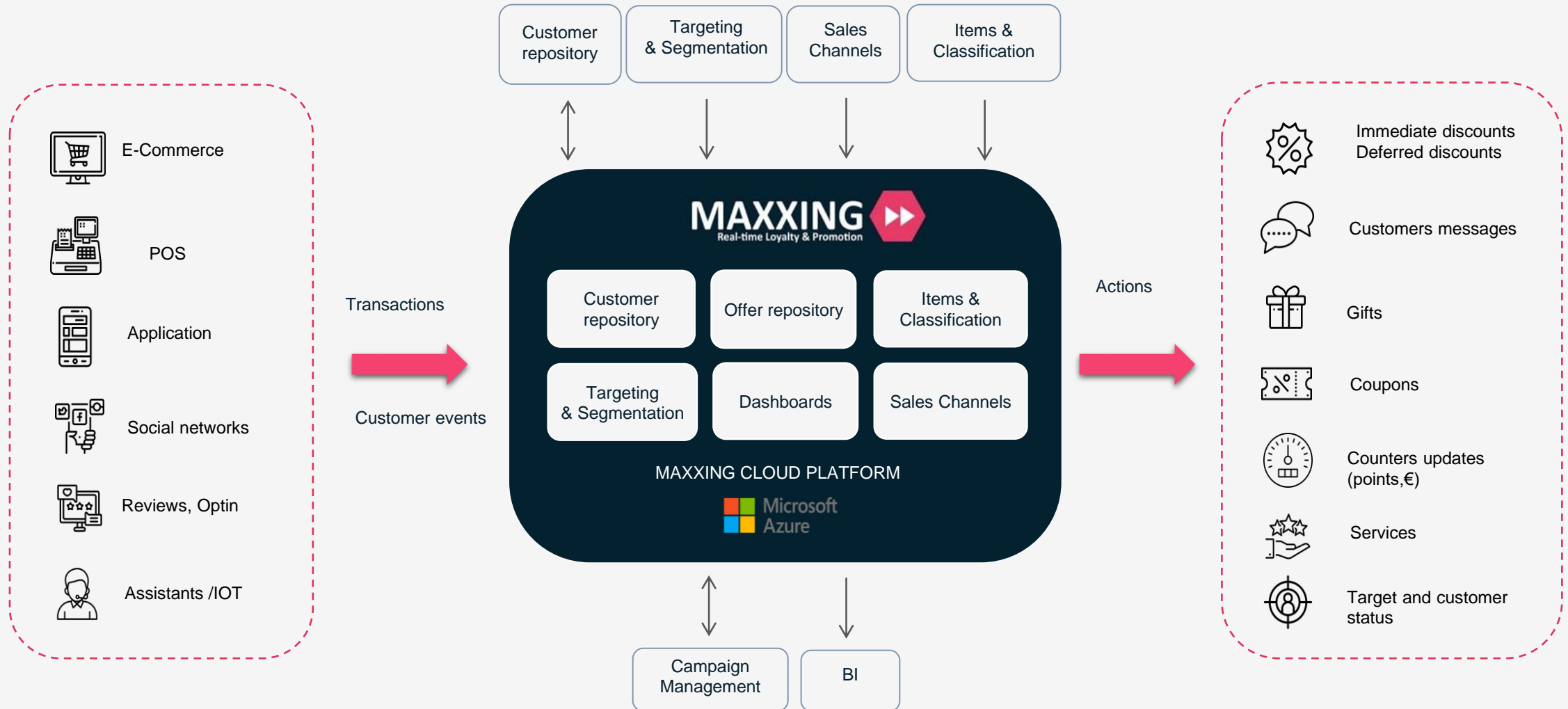


By **date** (program registration, first purchase, welcome pack)

# Our references



# A centralized platform for all channels



# SaaS Services

## SUPPORT & MAINTENANCE

- A support service adapted to your needs
  - Standard (5/7 - 9/17)
  - Standard + (6/7 - 8/19)
  - Premium (7/7 - 24/24)
- A strong commitment on our SLA
- A CSM available for you



## HOSTING & SECURITY

- Referent cloud provider (AZURE)
- Partitioning of each instance
- High availability
- Synchronization on a second data center
- Automatic scalability



## SUPERVISION & OPERATION

Services available 24/7:

- Monitoring of infrastructure and service availability
- Control of response times, KPI & SLA
- Backup control
- Deployment of infrastructures



## CONTINUOUS INTEGRATION

- Automated test factory
- Technical and functional evolutions
- Performance optimization
- Update of security vulnerabilities & legal standards
- Application corrections



**Thank** you.

**MAXXING**  
Real-time Loyalty & Promotion

