

Frequently Asked Questions

1. Capability of server to handle database?

- Simultaneously 100 transactions at a time can be handled. No limit on the customer database.

2. Different types of programs uniPAY can handle?

- UniPAY is designed as a marketing technology tool that integrates the front-end point-of-sale system of a retailer with the customer's identity to provide a 360 degrees view of customer's purchase preferences. As such a variety of customer 1-1 marketing programs can be handled and custom program implementation is a specialty of Innoviti. As an example some of the programs that have been implemented using uniPAY are:
 - (i) Loyalty program
 - (ii) Pre-paid card program
 - (iii) Gift card program
 - (iv) Discount card program
 - (v) Staff card program
 - (vi) Instant coupon program
 - (vii) Referral program
 - (viii) E-coupons

3. Do we need to put extra hardware for marketing programs?

- Innoviti can deploy marketing application on the existing infrastructure (bank EDC or retailer POS) to save additional hardware cost.

4. Do we need to additional staff to analyze the data?

- uniPAY includes a user friendly analytical tool that can be used by marketing team after 1 or 2 sessions of training to understand the customer's purchase behavior and carry out market segmentation. However while uniPAY provides the required tools, analysis of data to determine appropriate segments is a task that is best done by the retailer's marketing department.

5. Do we need to additional staff to design the campaigns?

- uniPAY includes a user friendly campaign manager that can be used to design and communicate campaigns to segments identified through the analysis tool. This allows for seamless campaign design and monitoring. The actual campaign offer design is of course based on the product marketing department's analysis of the potential of the campaign.

6. How do we get to know the effectiveness of campaigns?

- UniPAY includes a campaign manager tool with the help of which one can find out that how many customers have seen the campaign and how many have utilized it. As an example, if the campaign includes a certain discount offer, then which all customers have come to the store to avail the offer can be determined and used to understand the campaign productivity.

7. Who will enter the customers' data in the system?

- Innoviti takes care of the entry of customers' data and the entire enrollment process from production of enrollment kits, to dispatch to the outlets, tracking their utilization and then entry of enrollment data into uniPAY.

8. Is it necessary to issue cards for identification to the customers or is there any other way?

- Some customer identification is needed to map the customer's identity to the purchase, this can be done using a card, mobile number, credit card number or any other form of identity based on the program's needs.
- 9. Can we get the reporting in pictorial form along with the figures?**
- Yes, Innoviti has the ability to show the reporting in pictorial forms.
- 10. How many transactions can be managed by the system annually?**
- 3 million marketing transactions/year using Innoviti technology
- 11. Can we get to know the reporting location wise?**
- Yes, Innoviti has the capability to show the reporting location wise.
- 12. Are real-time rewards/ redemptions possible?**
- Yes, real-time rewards/ redemptions are possible.
- 13. Who will handle cards/ welcome kit designing, logistics and data entry?**
- Innoviti takes care of the welcome kit designing as per client's branding guidelines, logistics of welcome kit and data entry.
- 14. What is structure to provide support?**
- The support structure includes an 8 x 7 call center with single Bangalore call in number. It also provides an email support. Tickets are raised for all calls coming in with maximum resolution time on calls by phone of 12 hours and by email of 24 hours.
- 15. Is it possible to handle different programs based on format, geography, time, customer identification number and merchandise?**
- Yes it is possible to handle different programs based on format, geography, time, customer identification number and merchandise.
- 16. Can you please explain how Innoviti will engage with us to help us put together the different types of marketing program, what are the various steps?**
- Innoviti takes care of full program management for customers:
 - (i) Program design along with the customers
 - (ii) Welcome kit designing, printing and dispatching as per customers' requirements
 - (iii) Data entry of customers into database
 - (iv) Software development
 - (v) Training to retailers about program and its process
 - (vi) Provide access to reporting tool for data analysis
 - (vii) Design and execute campaigns accordingly along with the customers
 - (viii) Provide tool to measure ROI on campaigns
 - (ix) Provide a platform for customers to run partners program with other brands
- 17. We would need help with partner programs, how can you help out?**
- UniPAY helps provide a platform to the customers to run partners program where in one brand can help drive traffic to another non-conflicting brand.
- 18. Who will take care of integration with our IT system and how will it be done?**
- The integration with existing IT system will be done by Innoviti.
- 19. How will you be able to carry out analysis of the data, how do we get detailed customer purchase patterns?**

- UniPAY includes a reporting tool with the help of which marketing team can get the details at different levels like: customers, stores, SKUs, sales, etc. Marketing team can plan out different types of campaigns as per the analysis.

20. We want to introduce gift cards and not gift vouchers, can you help out?

- Innoviti provides mechanism for both, gift vouchers and gift cards. Mechanism will take care of full gift cards management system i.e. issuance, activation and usage.

21. Can uniPAY help out in making existing campaigns cost effective?

- Yes uniPAY help out in making existing campaigns cost effective by saving different types of cost like vouchers printing, distribution, staff training, finance team manual reconciliation, etc.

22. Can uniPAY help out in implementing campaigns which are not feasible, like instant coupon?

- Yes, uniPAY is able to implement different kind of campaigns which were not feasible earlier, like instant coupon in which a company can design and execute marketing campaign for their customers based on even one hour before data.