

Are you worried
about
efficiency of your
marketing spends !



And wish to run
simple customer
retention and
acquisition
programs?



But are worried
about budgets,
time and
technology
hassles?



Introducing easiREWARDS

A Platform For Retailers To Run Their
Customer Retention And Acquisition Programs
Using Bank EDC



Brought to you by your BANK
in partnership with Innoviti

easiREWARDS : Key Features

- **Quick** : Marketing software pre-installed on Bank EDC
- **Cost-effective** : Zero upfront cost, pay-per-use
- **Flexible** : Configurable wide variety of programs
- **Managed services**: Cards printing, data-aggregation, reporting and campaigns



Typical Programs

DISCOUNT / LOYALTY CARDS



SAVE 10% every time you shop
This is your LIFETIME discount card!

GIFT CARDS



This Festive Season, **GIFT** Your dear ones the FREEDOM of Choice

Gift Card- An Example



- Variable value top-up of card
- Configurable expiry date
- Single/Multiple redemption
- Electronic real-time centralized authorization
- Centralized blocking and black listing of card
- Eg: A retailer issues a Gift card with a value loaded by cashier of Rs. 3000 , expiry date 1 year and number of times the card can be used is 5

Top Up Transaction Flow



Redemption Transaction Flow



Benefits

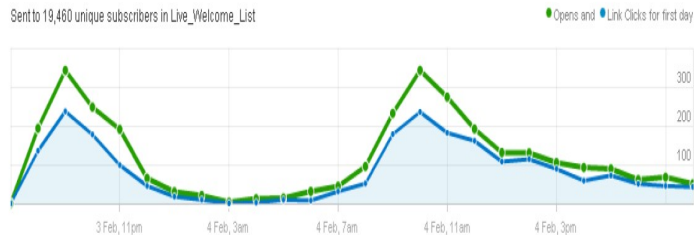
Card History Report		
Card #	826100xxxxxxx0131	
Card Type	Blue	
Name of purchaser		
Mobile No	98767 67980	
Status of Card Active/Closed	Active	
Issue Date	17/06/2009	
Issued At	Gruda Mall, Bangalore	
Transaction History (Last 5)		
Date	Amount	Top Up/Redemption
09/08/2009	789.00	Redemption
22/09/2009	436.00	Redemption
15/10/2009	324.00	Redemption
23/11/2009	234.00	Redemption
24/12/2009	355.00	Redemption

1 - Day End Report					
Store Name	Store Codes	Sales		Redemption	Balance outstanding
		Top Up	New Card		
Gruda Mall, Bangalore	BAN01GM	18579.00	23500.00	19000.00	23079.00
Forum Mall, Bangalore	BAN02FM	25990.00	45000.00	21300.00	49690.00
Mantri Mall, Bangalore	BAN03MM	23986.00	46000.00	21430.00	48556.00
Sahara Mall, Delhi	DELO1SM	45090.00	23000.00	16700.00	51390.00

- Fraud control through electronic top-up and redemption
- Controlled card inventory management
- Reporting of usage and liability
 - Transaction report
 - Customer history report
 - Daily store reporting
- Configuration of campaign
 - Lapse campaign
 - Store-day promotion
 - Online data completion

Campaign

Welcome M&S Sent Feb 03, 2010 at 8:36PM



Campaign Overview



3,076 Unique opens
4,830 total opens to date

4,763 Bounced
24.48% couldn't be delivered

11,621 Unopened
Open rates are only estimates

20.93% of all recipients opened so far

49.58% clicked a link (1,525 people)

0.1% unsubscribed (14 people)

9 people marked it as spam (0.06%)

- Multiple types of campaigns
 - Event based automatic campaigns
 - Hypothesis based campaigns
- Ability to target
- Prototyping and fine-tuning
- Response measurement
- Communication
 - Email, SMS
- E-vouchers
 - Enabling of personalized vouchers
 - Offer redemption

Discount Card - An Example



- Configurable discount value
- Configurable expiry date
- Fixed/Unlimited usage
- Restricted usage by maximum value or number of redemptions
- Electronic real-time centralized authorization
- Centralized block/black listing of card
- Eg: A retailer issues a Discount Card which is configured to give 10% discount on every transaction.

Redemption Transaction Flow



innoviti
small business communications

DISCOUNT CARD

REDEMPTION

DATE: 13/05 TIME: 12:28:38
TERMINAL ID: 56907901
FORM NO: 273733918218
AUTH CODE: 918218

CARD NO: XXXXXXXX2813

Invoice no: 234567890
Bill amount : Rs. 3000.00
Discount : Rs. 300.00 (10%)
Due amount : Rs. 2700.00

NAME: null null

Sign:-----
SIGNATURE

CUSTOMER COPY
THANK YOU



Benefits

- Fraud control through electronic redemption
- Controlled card inventory management
- Reporting of usage
 - Transaction report
 - Customer history report
 - Daily store reporting
- Configuration of campaign
 - Issue E-Vouchers to targeted consumers

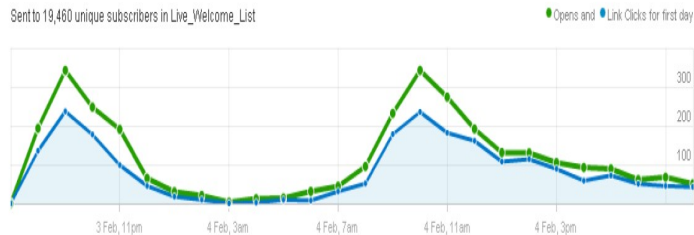
Card History Report			
Card #	826100xxxxxx0131		
Card Type	Blue		
Name of purchaser			
Mobile No	98767 67980		
Status of Card Active/Closed	Active		
Issue Date	17/06/2009		
Issued At	Gruda Mall, Bangalore		
Transaction History (Last 5)			
Date	Amount	Discount %	Discount
09/08/09	2143.00	6.00%	128.58
22/09/09	1243.00	6.50%	80.8
15/10/09	2565.00	7.00%	179.55
23/11/09	3445.00	7.50%	258.38
24/12/09	4543.00	8.00%	363.44
1 - Day End Report			
Store Name	Store Codes	Sales	Discount
Gruda Mall, Bangalore	BAN01GM	118	2897.34
Forum Mall, Bangalore	BAN02FM	187	2345.43
Mantri Mall, Bangalore	BAN03MM	290	2132.78
Sahara Mall, Delhi	DEL01SM	114	2132.57

S.No	Transaction ID	Date	Time	Terminal ID	Store Name	Invoice No.	Gift card Number	Bill Amount	Discount
1	1234123450001	21/08/2010	09:30:23 AM	56000821	Gruda Mall, Bangalore	1234567	826100xxxxxx0131	1289.00	128.90
2	1234123450002	21/08/2010	09:33:02 AM	56000822	Forum Mall, Bangalore	1234568	826100xxxxxx6578	2589.00	258.90
3	1234123450003	21/08/2010	10:00:21 AM	56000823	Mantri Mall, Bangalore	1234569	826100xxxxxx1233	2143.00	214.30
4	1234123450004	21/08/2010	10:30:29 AM	56000824	Gruda Mall, Bangalore	1234570	826100xxxxxx3245	7665.00	766.50
Total								13686.00	1368.60

Campaign

Welcome M&S Sent Feb 03, 2010 at 8:36PM

Sent to 19,460 unique subscribers in Live_Welcome_List



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4,830 total opens to date

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easiREWARDS : Summary

- Features:
 - Pre-installed
 - Cost-effective
 - Configurable
 - Managed
- Benefits
 - Quick : Pre-installed with Bank EDC
 - Zero installation cost
 - Electronic authorization
 - Controlled card inventory management
- Managed services:
 - Service 16x7 Call center support
 - Card issuance and distribution
 - Marketing material design, production and distribution
 - Server configuration and management
 - Reporting
 - Campaign configuration

Commercial Packages

STANDARD PACKAGE

- Standard design cards and marketing material with merchant name
- Marketing program software for EDC
- Merchant name on every receipt
- Reports
 - Transaction report
 - Customer history report
 - Daily store reporting
- Run 2 campaign monthly

CUSTOMIZED PACKAGE

- Customize your cards and marketing material with your design
- Personalize consumers name on card
- Capture additional information of consumers
- Additional specific reports
- Configure your campaigns

Thank you