



# Conversational relationship B2C marketing

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Create long lasting, customer relationships with real-time, personal messaging.

## The challenge

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Research show that

- most loyalty programs cost a lot of money and in return they don't really work very well
- customers want communication relevant to them and not too much of it
- especially younger generations are very privacy sensitive
- Gen Z uses a mobile phone for everything - with far too many apps and too much noise
- they want personal communication; tangible, instant rewards - and experiences

## The solution

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We offer a no-app loyalty program based on text messages (SMS/WhatsApp) with links to highly personalised, mobile web pages.

## Key benefits

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Price is easy to copy. Loyalty is not.

Compared to other solutions, what we propose:

- is significantly lower cost and quick to implement - with low impact on existing systems
- has less 'footprint' with the customer because it is no-app - but still mobile
- has more impact because the messages arrive when focus is there
- has relevant messaging because it is based on the customer's own interaction/purchase
- has maximal privacy
- creates a truly gamified interaction with the customer, because it is 'conversational'

**Result: More emotionally engaged and loyal customers - and that affects positively not only the top and bottom lines, but also the overall value of the company.**

# Features

Very light weight on-boarding. A phone number is enough to get started.

The customer receives messages with relevant content only. When a purchase is concluded, a message is sent with the current point balance, maybe rewards gained and/or coupons. In the message there is a link to a personalized, mobile webpage where all information is available.

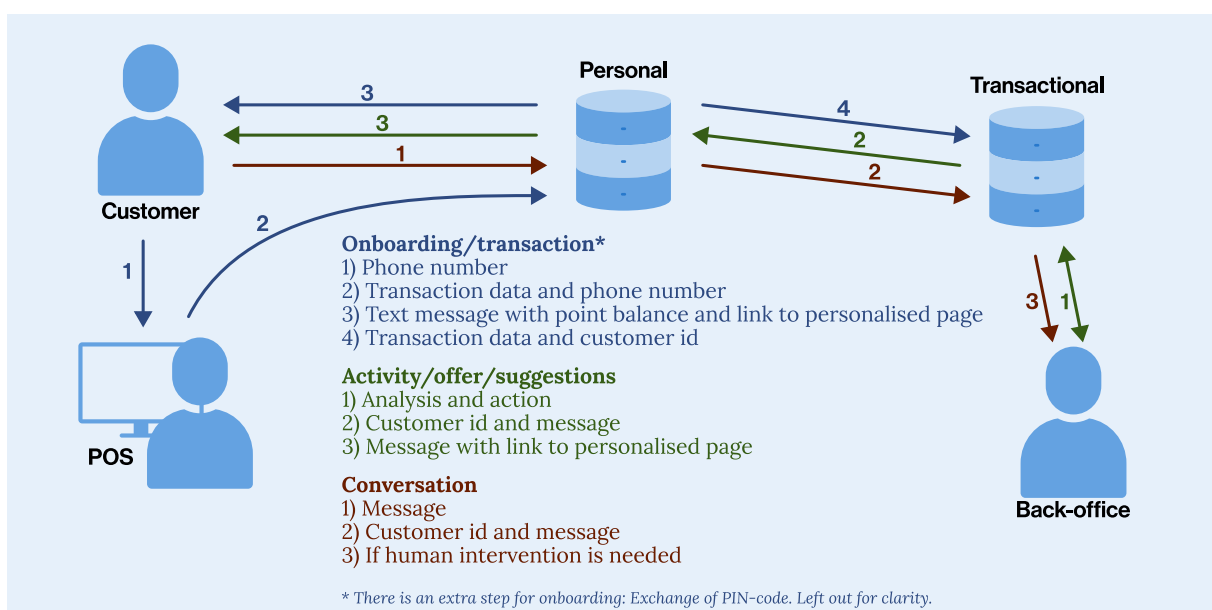
Data is stored in silos: Personal identifiers (name, phone number) will be in one silo. Transactions, preferences and general, anonymous stats (age, shoe size) will be in another silo.

The back-office only has access to the transactional silo.

AI tools will be used to hyper-personalise communication and to catch customers that are about to defect. Personalised offers can be sent directly to each customer. -All of it based on the customer's previous interactions and purchases.

The system can be *really conversational*. The customer can reply to the text messages and AI can generate meaningful responses.

# Structure



All servers are secure REST servers on the Internet.

The personalised, mobile web pages are served from a web server integrated with the personal silo or from an existing web server.

*Get in touch and lets discuss how we can create lasting relationships for you!*