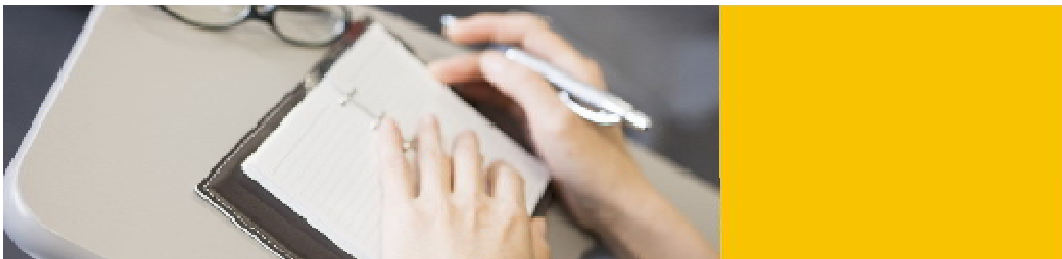




UNIT
LOYALTY CARD



ABOUT UNIT MARKETING



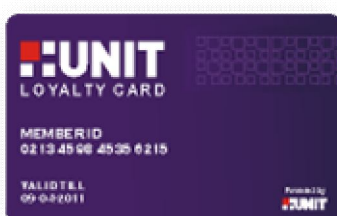
We are your strategic consultants, hardware & software provider, data & analytics specialist, communication champions and your implementation arm for all your CRM needs. Our innovative and inexpensive systems have helped several clients achieve business goals with efficient use of time and resources.

Unit Marketing Solutions Pvt Ltd is an IIT Bombay and XLRI Jamshedpur alumnus company with emphasis on developing innovative and inexpensive systems to track customer purchases, combined with innovative marketing concepts. Real time data collection and management systems have been Unit's core competency, where systems stand for a flexible loyalty and other solutions, which are systematically developed so that they can be extended at any time.

Unit is founded and managed by a group of young talented IIT Bombay and XLRI Jamshedpur alumni with experience in CRM, retail, banking and education sector. It has formulated a strong board of advisors with domain specific knowledge and exhaustive business experience. The team comprises of enthusiastic young qualified professionals with strong business acumen and a flair for retail technology.

Over the last two years Unit has worked with several merchants both at strategy and implementation verticals consulting, designing and operating innovative technology rich solutions to boost sales and customer loyalty. With expertise in transaction capture solutions for process automation, micro finance and retail Unit Marketing Solutions Pvt Ltd has launched three box pack products for quick implementation targeted at the retail sector.

UNIT Loyalty



UNIT Gift Cards




UNIT Value Cards





THE RETAILER'S DILEMMA

Consider a simple scenario:-



A customer visited your outlet three months back and spent Rs. 3,000. Given the standard trend he/she has definitely spent a minimum of Rs. 12,000 in the past three months.

Are you sure that he/she visited your outlet again?

Do you have a mechanism to find out how much he/she spent at your outlet and take necessary action?

Did you just lose Rs. 12,000 from your revenue?

The Problem Statement

1. What is the ratio of old customers to new customers at your store
2. What is the conversion rate of old customer as compared to new ones
3. Who are the customers that give me maximum revenue
4. Is my cost of acquiring new customer and retaining older ones the same
5. How do I engage my customers with my products and services
6. I have a new offering, how can I market it to my customers, cost-effectively





BENEFITS OF LOYALTY PROGRAM

Know Your Customer

Collect well profiled customer database, capture their transactions and convert it into loyalty analytics and marketing intelligence using our proprietary technology.

Points Flexibility

Get real time feedback and flexibility to change the systems at any point of time for Earn points, Differential points by purchase amount or customer type, Visit frequency, Happy hour points, Payment type bonus points.

Real Time Redemption

Through our real time data capture and validation technology, customer redemption can be enabled real time without any hassles.

Dynamic Customised Offers

Keep your customers coming back with targeted and meaningful promotions, delivered instantly at appropriate occasions.

1. Birthday Reminders
2. Anniversary Reminders
3. Festivals Calendar
4. Special Offers

Campaign Management Module

Discount campaigns, Bonus points campaigns, cash back campaigns and many other campaigns can be customised based on:

1. Purchase Frequency
2. Day of Purchase
3. Time of Purchase
4. Threshold

Mobile Coupling

Manage various offers and track response by sending unique codes to members via SMS with offers that they can use only once. This functionality replaces paper vouchers/coupons and saves cost.



BENEFITS OF LOYALTY PROGRAM

Paperless Enrollment

Our system does away with data entry of paper forms and low quality data. Enrollment is via customer's mobile phone, capturing correct mobile number and making enrollment instant.

Card-less Transaction

No hassles if customer forgets to carry the card. Transaction happens by providing registered mobile number. No searching for card number in database, our system accepts mobile number instead of card swipe/card number and validates the transaction.

SMS Gateway

Customer can check point balance; find store location and redemption options only through a simple SMS. Push SMS can be sent to members.

MIS Reporting

Easy and simple live reporting system giving you information rather than data and enabling you to take decisions better and faster.

Manage Lost Cards

Easily replace lost, stolen or damaged cards, or consolidate cards, without losing previous card balances.

Deactivate Cards

A simple feature to reset and re-use cards, which can REDUCE card costs.



THE PRECISE SOLUTION

How it Works

The UNIT Loyalty system is easily the most precise and easy to use solution that will run without disturbing the current billing system.

1



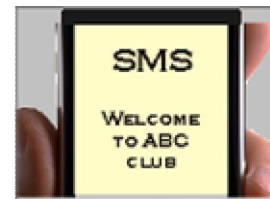
A customer gets the loyalty card of your store

2



He/She activates the card by sending SMS and data is collected

3



A welcome SMS is sent to the customer

4



Member shops at your store and presents the card

5



The cashier records the transaction by opting earn-redeem

6



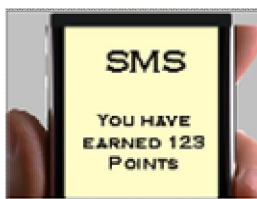
Unit loyalty system validates the card and other details

7



A receipt is printed on every successful transaction

8



Instant SMS is sent to customer on every successful transaction

9



Customer can come and use the card until validity period

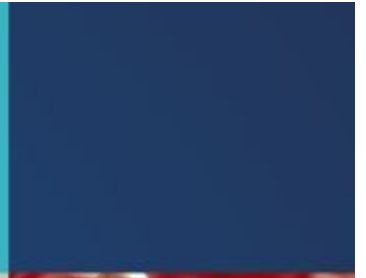
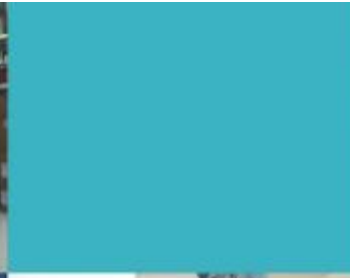


OUR EXPERIENCE



- Unit Marketing has been developing powerful CRM systems and using innovative marketing concepts for past 2 years.
- Founded by IIT Bombay and XLRI Jamshedpur alumni with experience in CRM, Retail, Banking, Microfinance and other sectors.
- Robust system processing over 150,000 transactions per day.





Contact Us

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