valueMASTER

INDIVIDUAL SOLUTIONS
OUT-OF-THE-BOX

In an increasingly globalised world with virtually unlimited possibilities, customer retention has proved itself to be an effective, and cost-effective, method, making the small difference when it comes to the decision to purchase.

Whether you want to gain new customers or intensify existing customer relationships, issue electronic vouchers, run regional currency projects to retain purchasing power within a region, offer a special tourist service, integrate local transport, simplify parking-space management or just administer the local recycling point, with ValueMaster, the standard-setter for customer retention and its flexible 'out-of-the-box' solutions, you can achieve your goals immediately.

Thanks to its constant innovations, ValueMaster is always up-to-date, ensuring that we had a good image with our acquisition partners.
Merchants who were previously sceptical were proved wrong.

Due to our close cooperation with Six Payment Services, PayLife, CardComplete, Hobex, etc. we are the only provider able to utilise existing payment terminal infrastructure. Immediate availability anywhere in Austria, no on-site installation necessary, low training costs and

optimal data security included

DIRECT CUSTOMER COMMUNICATION
NO COMPROMISES

Forget the familiar 'show-your-card' customer loyalty programmes, where no control, communication or customer retention is possible.

Our customer retention solutions offer effective, tried-and-tested options for achieving better results in customer relationships, increasing turnover and customer frequency, the targeted promotion of special offers, advertising and brands and, finally, to increase customer satisfaction and loyalty.

ValueMaster gives you all the options you need to gain more customers or improve your relationship with existing customers.

Our customer retention solutions can be individually tailored and are highly scalable, as well as being quick and easy to implement.

We will be glad to accompany along a new, highly innovative route to customer retention.
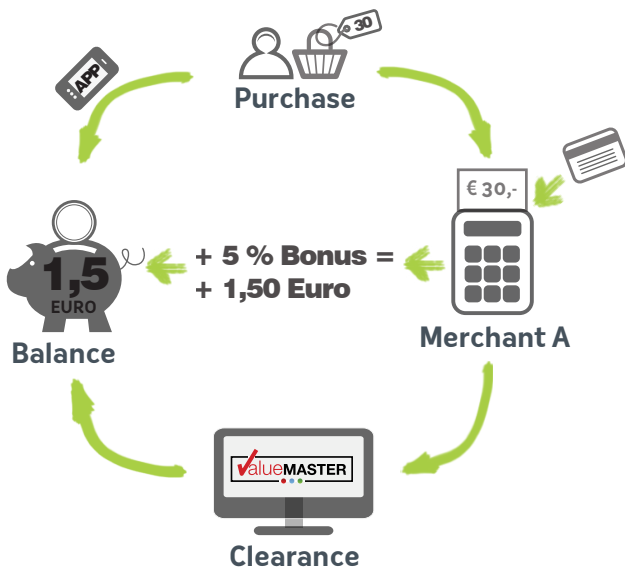
ADVANTAGES FOR MERCHANTS

- highly encrypted real-time transactions
- comprehensive analyses and transaction-based customer clustering
- real-time customer flows
- no additional hardware required
  (existing POS terminal can be used)
- Handling of POS terminal is familiar – no training required
- fully automated calculation
- Individually tailored to your requirements
- Individual customer communication via e-mail, SMS or newsletter

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COLLECT AND REDEEM BONUSES
DURING PURCHASE!

STEP 1: COLLECT

Purchase

€ 30,-

+ 5 % Bonus =
+ 1,50 Euro

1,5
EURO

Balance

Merchant A

ValueMASTER

Clearance

Purchase

€ 25,-

+ 1 % Bonus =
+ 0,25 Euro

1,75
EURO

Balance

Merchant B

ValueMASTER

Clearance

Customer makes purchase worth 30.- EUR at partner business and receives 5% (i.e. 1,50 EUR) credit on their purchase. Total bonus on card is now 1,50 EUR.
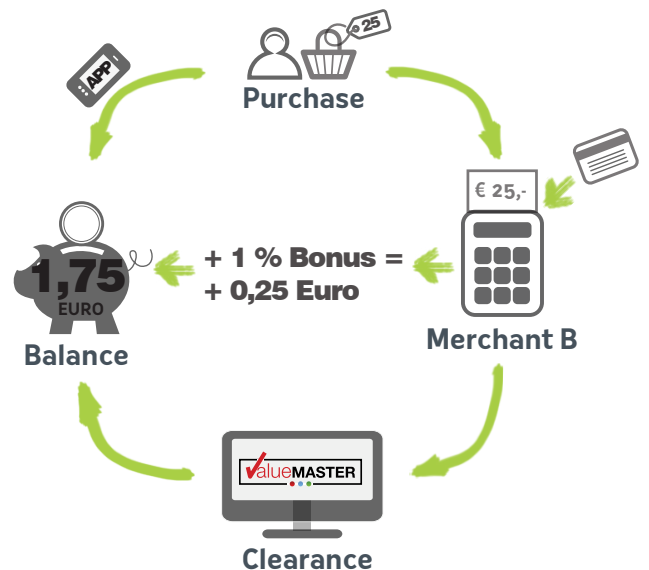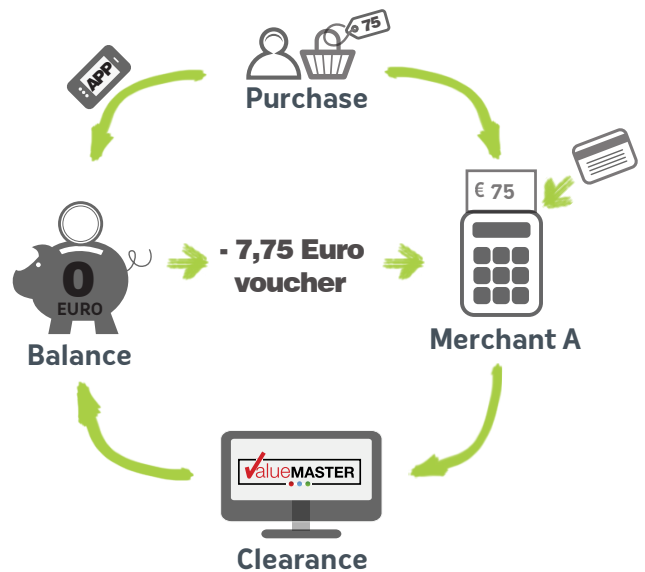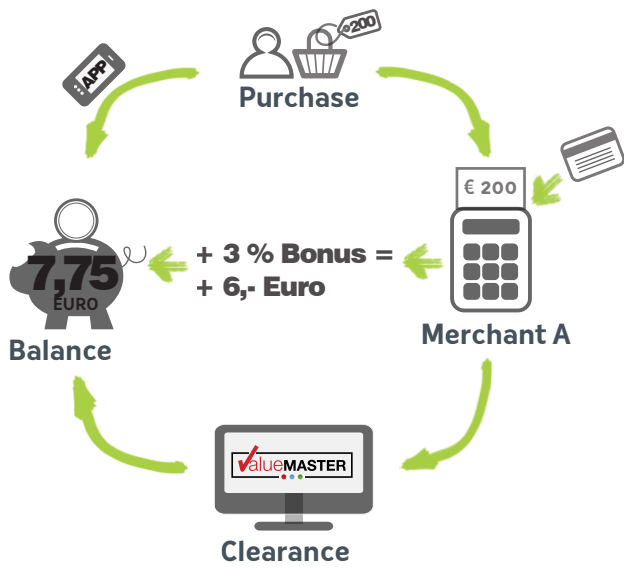
Customer makes purchase worth 25.- EUR at partner business and receives 1% (i.e. 0,25 EUR) credit on their purchase. Total bonus increases to 1,75 EUR.

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COLLECT AND REDEEM BONUSES
DURING PURCHASE!

STEP 2: REDEEM

Customer again makes purchase worth 200.- EUR from a partner business and receives 3% (i.e. 6.- EUR) credit on their purchase. Total bonus on the card is now 7,75 EUR.

Customer makes purchase worth 75.- EUR from a partner business. 7,75 EUR bonus is redeemed and the customer pays only 67,25 EUR.
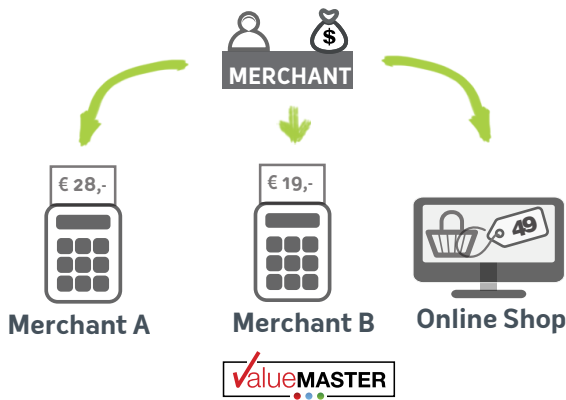
TEDIOUS POINTS-COUNTING
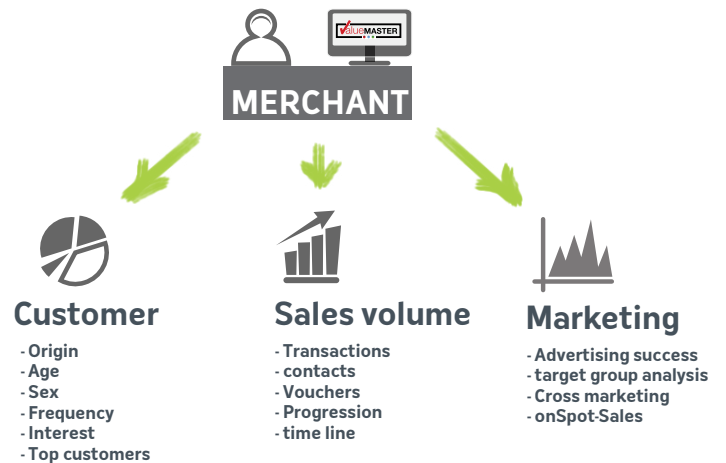## NOT WITH US!

CALCULATION

Merchant A   € 28,-
Merchant B   € 19,-
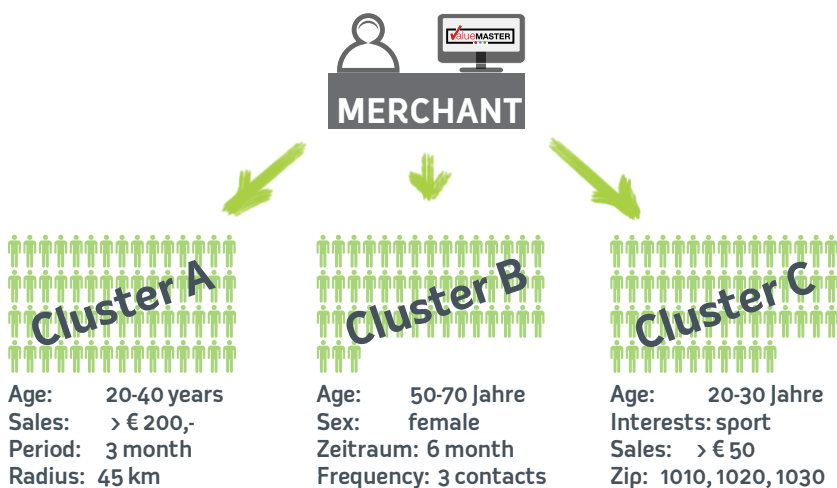**Online Shop**   49

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The amount of discounts claimed either online or from traders, as well as credit redeemed, is calculated automatically. Amounts are automatically booked by ValueMaster via direct debit or by invoice to the omnibus account of the card issuer, as well as issuing the relevant invoices.

STATISTICS AND ANALYSIS

MERCHANT

Customer
- Origin
- Age
- Sex
- Frequency
- Interest
- Top customers

Sales volume
- Transactions
- contacts
- Vouchers
- Progression
- time line

Marketing
- Advertising success
- target group analysis
- Cross marketing
- onSpot-Sales

Measure your campaigns only by their success and not by expectations. ValueMaster gives you the opportunity to, for the first time, analyse in real-time and optimise all transactions, promotions and customer behaviour .

The big picture is made out of small spots

A PRECISE APPROACH

AND NOT SCATTERGUN

MERCHANT

Cluster A

Cluster B

Cluster C

Age:	20-40 years
Sales:	> € 200,-
Period:	3 month
Radius:	45 km

Age:	50-70 Jahre
Sex:	female
Zeitraum:	6 month
Frequency:	3 contacts

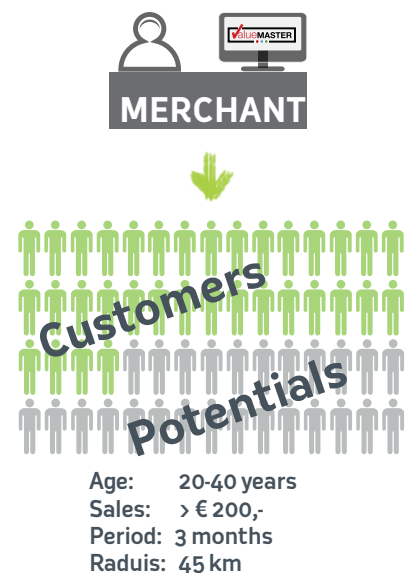| Age: | 20-30 Jahre |
Interests:	sport
Sales:	> € 50
Zip:	1010, 1020, 1030

CLUSTERN

Don't tar all your customers with the same brush! Individualised, and therefore interesting offers, increase awareness and therefore turnover.

Classify your customers according to interests, purchasing power, age, sex etc. and communicate with them individually at the press of a button via e-mail, newsletter, SMS or onSpot!

GAIN NEW CUSTOMERS

Of course you know your customers! You know that most of your customers are between 20 and 40 and fashion-conscious! But did you know that there are many more customers in your immediate vicinity who correspond to your profile, but who have never heard of you?

With ValueMaster you can communicate with these customers, too. Maybe not directly, due to data protection laws, but all the more effectively via this programme manager, instantly increasing your turnover!

MERCHANT

Customers

Potentials

Age:	20-40 years
Sales:	> € 200,-
Period:	3 months
Raduis:	45 km

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THE ONLY ACCEPTABLE TIMEFRAME
BETWEEN STIMULUS AND SATISFACTION: NOW!

It is often difficult to determine the right time and place for contacting customers. Whether it's mass advertising by poster or mailshot or individualised contact via e-mail, it's hard to influence the time and place of contact.

With ValueMaster "onSpot" you can send individualised offers to the customers of your choice when you are close to their business and need their products and services at that moment in time.
For the first time you can organise effective crossmarketing and measure success in real time.

It's easier than ever before! Start a new campaign via web interface and select your desired target group.

Demographic data, as well as industry, date/time, or even the distance of the customer's current location to you business as a base! As soon as a customer corresponds to your chosen criteria, a sales message is sent to them via SMS.

A pharmacy, for example, can thus send inoculation advice to travel agency customers, or restaurants can send customers special lunchtime offers.

ValueMaster "onSpot" offers never-before seen possibilities in direct customer communication and active frequency management, and this at a sensationally low price.
Speak to your programme manager today, or with us directly.
We will be glad to provide you with detailed advice during your first 'onSpot' campaign.
The possibilities are unlimited!

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Raising money
rising possibilities

NEW TECHNOLOGY ALONE
DOES NOT MEAN ADDITIONAL TURNOVER

The more highly-developed a technology is, the greater the need for contact. With ValueMaster you have, for the first time, the opportunity to measure all campaigns and promotions in real time and react instantly.

Whether it's by e-mail, newsletter, SMS, poster or other types of sales message, the reaction of your customers becomes transparent.

In combination with the ValueClusters you can react on an individual basis to the current needs of your customers and finally put the scattergun away.

Plan special reaction chains for all customers who have reacted to a message, but also for those who haven't reacted; either for a specific promotion within a defined time-frame or as an ongoing offer communicated to all customers falling within the defined frame of reference.
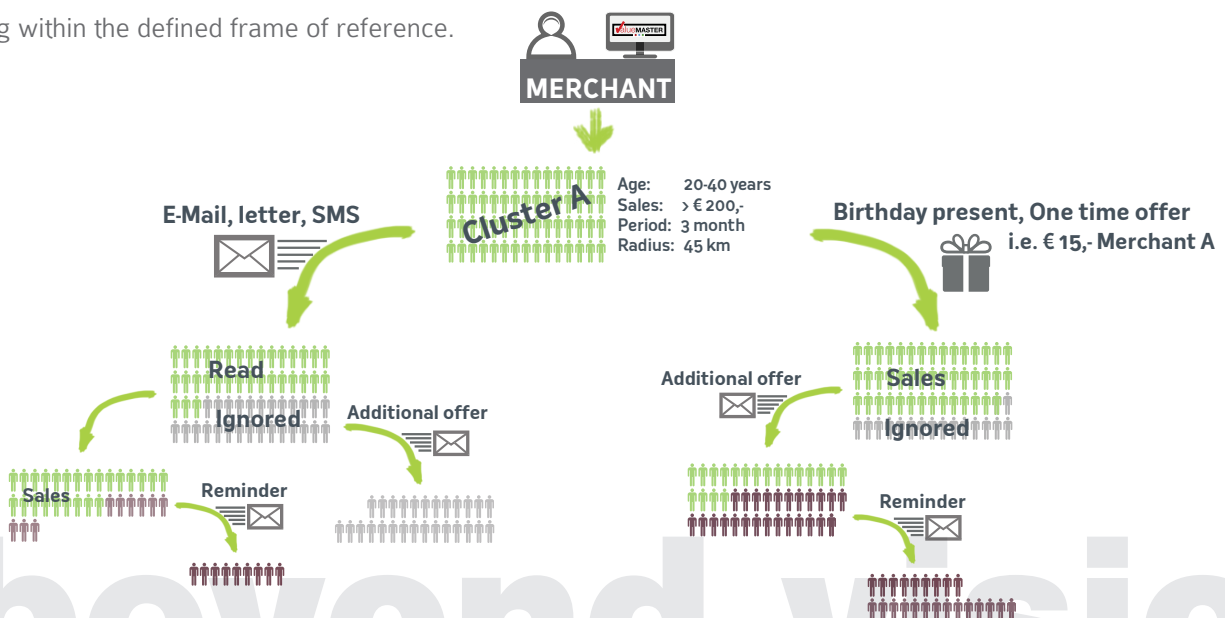
EXAMPLES:

Campaign A:
Create a cluster for all customers who have made purchases of min. 100.- EUR from Trader A within the last 3 months. Automatically send an e-mail containing special offers from Trader A to those customers included in this Cluster, or are in the future.

Campaign B:
Create a cluster for all customers who have read the e-mail from campaign A and have made purchases from Trader A within 7 days.

Campaign C:
Create a cluster for all customers who have not read the mail from Campaign A and send them a reminder.

MERCHANT

Cluster A

Age: 20-40 years
Sales: > € 200,-
Period: 3 month
Radius: 45 km

E-Mail, letter, SMS

Read
Ignored

Additional offer

Sales

Reminder

Birthday present, One time offer
i.e. € 15,- Merchant A

Additional offer

Sales
Ignored

Reminder

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INCREASED TURNOVER IS THE GOAL
NOT HIGHER COSTS

FACTS AND FIGURES

Usage of issued Cards after 6 Months
Civil projects integrated (recylcing station, public pool,..)

43.2%

Average Amount of Purchase
with customer loyalty cards

€ 38

Card Usage a month
Purchases per month

4,7

Customer Contacts a month
Multi-Channel via Apps, Web, E-Mail, SMS, Terminal,...

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Additional Turnover a Merchant
Based on a merchant survey

+7.3%

Average Costs a merchant
Given discounts minus redeemed bonuses

€ 17

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