

payflexofferme



You'll know whenever your customer steps into your store; you'll hit the bull's eye with instant offers.

Imagine a loyalty system that removes all the conventional limits. OfferMe makes it happen.

How does PayFlex OfferMe work?

Offering capabilities that are well beyond all the loyalty systems that you have previously seen, PayFlex OfferMe has all features to turn your shops into magnets for customers. OfferMe makes it easy to get to know your customers, start long-term relationships with them and offer them irresistible advantages that exceed their expectations.



Break free from restrictive reward schemes

In contrast to most rewarding systems, OfferMe creates a new and successful model that benefits both your brand and customer. When customers buy your product, like your Facebook page, or check in at your store, they can instantly see exactly how many points they will earn for their purchases, and choose to use one of their customised offers immediately.



Create any campaign you can imagine

When defining your campaigns, OfferMe's dynamic interface leaves you completely free to use your imagination. You can set up the actions and controls offered by the system with parameters completely of your choosing, and you can define what benefits to offer with flexibility. For example you could set up definitions enabling a campaign to offer 750 points and 10% off football tickets for all customers who spend \$150 in ten days and share at least one action on Facebook, use Foursquare to check in at a branch, or send a tweet marked with your hashtag.

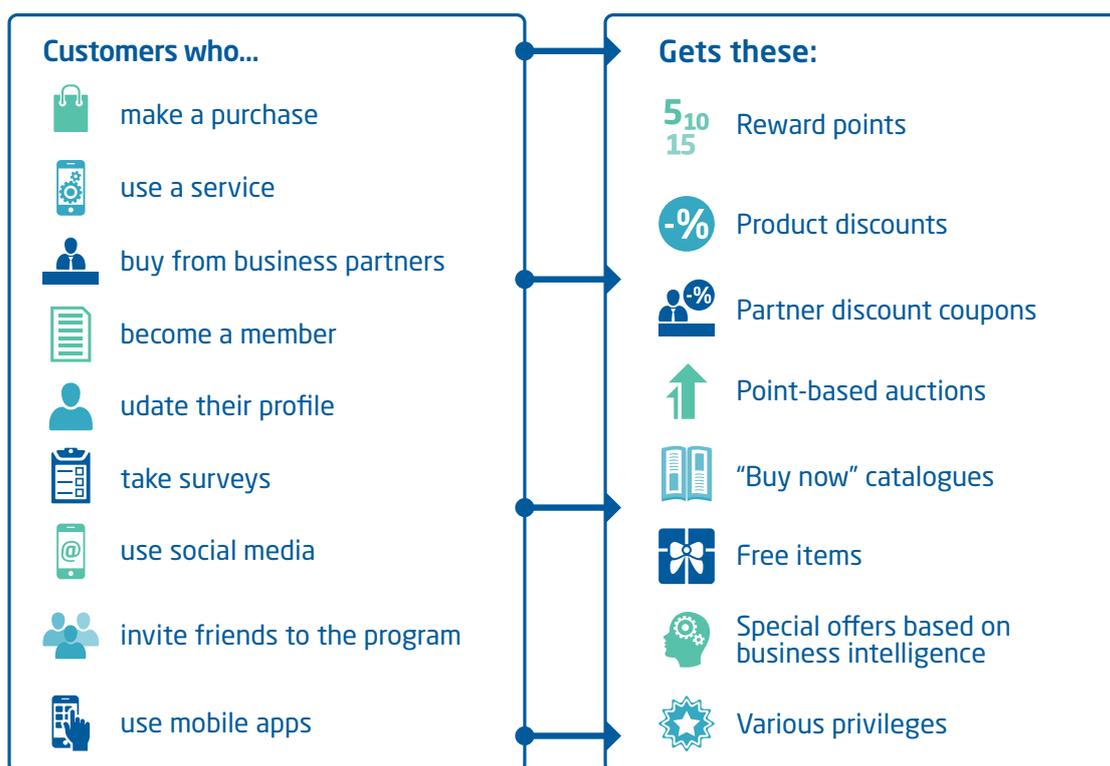
The system that rewards active users

OfferMe's main attribute is that it keeps the relationship between the brand and customer alive. With this solution, customers not only use the brand's products and services but they also bring it into their social network, thus integrating their daily lives with it. This makes the OfferMe loyalty system many times more effective than regular approaches.

Know what your customers want even before they think about it

OfferMe helps brands to get to know their clients intimately, while at the same time enabling consumers to evaluate benefits with ease. OfferMe brings location-based loyalty products onto mobile platforms. And in doing so, it empowers you with tangible and actionable information. For example, the system can let you know that:

- Tony, a regular shopper in your stores, is about to walk into your Chelsea branch
- He will take a look at your shirts, just like he has done on his 23 previous visits
- Your new season's ties are a good match to the kinds of shirts Tony usually buys
- He often goes shopping at lunchtime and so might really appreciate a 30% discount at his favourite lunchtime hangout.



OfferMe has everything you need to create highly personalised campaigns and hit the bull's-eye!



FEATURES

- **Greater flexibility:** Companies who wish to strengthen or upgrade existing loyalty infrastructures can either partially or fully integrate the modules of their choice with existing systems.
- **Integration capabilities:** Web portals, mobile portals, kiosks, e-commerce systems, management portals, checkout tills, point-of-sale devices, CRM and ERP systems: all covered by OfferMe.
- **Zero costs:** Innova makes OfferMe available as a built-in or cloud-based solution that offers cost advantages to companies, eliminating the need for infrastructure investments.
- **Bluetooth 4.0 support:** The OfferMe solution uses Bluetooth 4.0, a communication technology that stands out due to its low energy credentials, enabling position-based campaigns and the ability to recognise customer in the store.



PayFlex is a comprehensive, state of the art solution for collection, payments, mobile services and loyalty applications. Owing to PayFlex Platform's modular structure, a variety of solutions addressing different requirements from a payment network can be developed by using the same core system for all products. PayFlex has been proven in more than 18 Telco Operators and 35 Financial institutions in 18 different countries, and its installed base serves more than 300 million subscribers today by processing more than four billion transactions and collecting more than 65 billion USD per year. PayFlex Platform is a trademark of Innova IT Solutions, the leading software integrator with a professional staff of 800.

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