**Unified Credit Interface**

Many apps and shops offer reward points to loyal customers. These points can only be used at those respective shops / apps. From the customer point of view, it would be beneficial to merge reward points or use them across sellers.  
We propose a system that implements this very idea. The Unified Credit Interface will be run on and by 3 entities. The Store, The User, The UCI itself. There are universal properties for all 3 of these entities along with some properties which are customized to the entity.

Outline:

* Credit Quotient:

Possibly the most important of them all, the credit quotient is a metric that represents how good of a customer or a vendor you or your organization is. The credit quotient represents your participation in both your local and national economic development.

* Poison:

Whether a Store or a User is registered onto the UCI system, if the entity is not consuming or selling enough goods or services into or outward from the economy, their Credit Quotient will go down by a steady decay. This can be prevented by a membership to the UCI or meeting the minimum criteria every fixed amount of time set by the UCI agency.

* Rank:

Based on your credit quotient, you are classified into ranks. the rank is your baseline from which you can grow again. It provides you with some insurance against over-decay of your credit quotient.

* Access:

The profile can be accessed by anyone the host gives the access to. You, as a User, can allow other Users to access your profile. This also serves convenient to corporations and franchises where multiple levels of management require access to the vendor profile.

The Store:

Note: The UCI will recommend a wide range of models for each store based on their geographic location, The vendor can then choose from these recommended models as they see fit. Some examples for these recommended models are High-End Customer (average purchase above 10,000), Average Customer (average purchase between 5,000 to 2,000), Low-End Customer (average purchase below 2,000), Majority Customer (customers who don’t exceed 5,000) etc (these prices are subject to change by the vendor, the given examples are from a clothing store). This helps vendors save time on setting their own models (which they are given a choice of as per our interface’s properties).

* Consumer-Credit Quotient to Store-Credit Quotient Model:

The vendor must establish a system which will place every customer using the UCI on a scale custom to the store wherein they will be entitled to rewards and perks (there must not be any discrepancy between the rewards and perks given during billing and what is advertised on the interface). There will be certain restrictions put in place by the UCI to the distribution of the levels across the credit quotient spectrum. Ex: a Platinum-Ranked Credit Quotient user is offered some default perks regardless of where they are placed on the store scale, due to them being a high-end consumer of goods.

* Reward Model:

Stores have full autonomy over what rewards they choose to offer for each “level” on the scale they customize. This indirectly also dictates what customer-base they want to attract as this very action will promote their store in the domain to customers capable of affording that.

* Loyalty Model:

On repeated visits, Users will gain loyalty points. These loyalty points can be used for a different class of rewards that the stores decide.

* Credit Quotient:

Each store is given a credit quotient based on customer satisfaction and the quality of service/product.

* Rank:

Some stores can also choose to be rank-exclusive.

* Access:

The store’s UCI Profile can be accessed by any verified amount of people. The extent of access can also be customized for each person.

The User:

* Aadhar-linked Credit Quotient:

Your national Credit Quotient will be linked to your Aadhar ID to ensure its security and to prevent malpractice.

* National Rank:

Based on your national Credit Quotient, you will be given a rank. Your Rank will ensure that you’re entitled to universal perks anywhere you shop. It also keeps you immune to getting your rating too low. Through poison, you lose points if you don’t buy enough stuff from the economy. You can only lose a certain amount of points for a certain while. Let’s say you are at 10,500 points, you don’t buy anything for the next 6 months, your rating will fall to only 9,000 due to you being a platinum ranked consumer. If you again don’t consume for the next 6 months, both your rank and your rating will both fall.

* Membership Perks:

You can pay UCI a monthly fee to boost your Credit Quotient by a certain amount.

Theres also an Anti-Decay option that lets you remain immune to your Credit Quotient decay.

* Loyalty Credit Quotients: You are displayed your loyalty Credit Quotients in the stores you often shop in.

The UCI:

* The UCI offers membership to Users that want to remain immune to Poison. Users can also pay an equivalent fee to the UCI in exchange for a steady income of points to their total credit quotient.
* Commission Per Transaction Model:

The UCI will take a very tiny commission from each transaction. As the credit quotient of the User gets higher, so does the commission we charge.

* Stores would see the UCI Recommendation Model as a marketing space and would pay to advertise in that space. Much akin to Amazon.
* There is a global leaderboard that shows the “top consumers in your area” and “top consumers in the country”. This will add a psychological boost to the Users of “being the best consumer”

The Interface:

* Based on the Models of the stores near you and your Credit Quotient, you can go through what stores will offer you the best perks, maximising user satisfaction.
* You are also recommended stores that pay to get boosted/advertised. This will be made clear in the interface.
* You can search through different types of stores like stationery, restaurants, clothes, electronics, etc.
* Each store you see has a profile of its own, it shows you its location, the times its open, its overall rating given by other users. Its choice of marketing, something like, “Shop 10,000 and you can jump to level 6 and get these perks” etc.
* After shopping in a store of your choice, the store scans your Consumer QR code and based on your Global Credit quotient and Loyalty Credit quotient for that store, places you somewhere in their Model. The perks you get through this should be the same as advertised earlier, if not better. Here you have a choice, you can either choose to spend your credit quotient in exchange for discounts and perks and more or you can pay at whatever the total bill comes out to be in exchange for some distribution of loyalty points and pure points (like 30 loyalty and 70 credit quotient-points if your total purchase gives you 100 points)
* For online stores like amazon and flipkart, your UCI ID will be affiliated with your bank account or aadhar anyway so even if you make a purchase then, the perks will be automatically applied to the final bill that you choose to pay.

Q: Why would stores want to register onto UCI?  
A: The immediate effect will be increased visibility and growth of customer base. The UCI interface provides all the necessary details and control over aspects of the business not previously in control of. Stores can also market to effectively every single customer in the area. The discounts offered to the customers will be then balanced by the huge influx of people that will shop from said store. This will increase the average number of customers per day which in turn will boost the store’s visibility and rating on the interface. Loyalty Perks and Rank Rewards are completely in control of the stores which provides total autonomy. The stores also have a previously impossible-to-obtain ability to change their customer base in a whim. This has huge potential in terms of how brands can change how they want to be perceived.

The UCI will also guarantee a steady compensation to the stores that consistently use UCI and comply with their system for their transactions through the UCI’s stream of revenue.  
The usage and continuance of UCI encourages pure, unadulterated competition between stores and brands. Each store/brand uses their own model and performs exactly how they directed it to perform. Every store can now capture the entirety of the market with nothing but an app/interface.  
The UCI encourages store loyalty through perks and also boosts both the local and the national economy through a unified loyalty system to the capital market.  
This is capitalism on steroids and its here to make waves.

Q: Why should users use our interface?  
A: Participation in the capital market is something that any citizen cannot escape. Transactions are something that go on every day. The UCI offers a way for the user to use that very action of spending money to help them into eventually saving it. The very purchases the user makes now contributes to saving them money through the universal credit quotient they receive when they buy something.

Q: Why should the government let us run this?  
A: There will be an immense growth in GDP of the country and every region that participates fully in the UCI. The government also gets taxes from each transaction, not to mention the taxes from the UCI themselves.