

DECENTRALIZED LOYALTY BONUSES MANAGEMENT





The loyalty of customers determines the success of most companies. Maintenance of such has become a big business over the past decade, and it still evolves. By 2022 expenditures on loyalty management are forecasted to reach \$7.3 billion growing at an annual rate of 24%. However the value of the emitted loyalty bonuses is much larger - it is projected to account for \$0.5 trillion just in 2019.





So, to establish long-lasting and meaningful relationships with their customers, businesses invest heavily in loyalty marketing. However, according to the Accenture survey, 71% of customers state that loyalty programs do not engender loyalty at all. At Bonex, we believe that this situation holds mainly because the current approach to loyalty marketing contains several systematic deficiencies:

Current technologies create a burdensome user experience for customers.

There is no way to exchange redundant or irrelevant loyalty points, so they expire zunredeemed in users' countless Apps.

Silo approach blocks freedom in rewards spending.





Bonex leverages blockchain technology to enable companies to tokenize their loyalty points. It augments existing loyalty management software by providing a unified platform, where every verified entity may issue and distribute its own loyalty tokens. Once issued on the same blockchain, such loyalty tokens can be stored, accessed and exchanged by a customer from a single Bonex App. Exchange of loyalty tokens becomes a seamless user experience as well. Coupled together, a platform and an App enable the first of its kind loyalty rewards open market.





While being customer-centric, Bonex Ecosystem is designed to meet the needs of all its stakeholders.

CUSTOMERS:

FIRMS (MERCHANTS, VENDORS):

- A unified market of loyalty points Increased customer acquisition, engagement and retention
- A single App to easily manage
- all loyalty programs
- - A one-stop solution for loyalty rewards management
 - Access to new customers







Bonex introduces BNX coin which primary role is to be a fuel for Bonex ecosystem. It facilitates trades between tokens with no direct market and protects the ecosystem from spam - all transaction fees are paid in BNX.



Q2, 2018 Concept Design 01, 2019

Private placement and ICO

Q4, 2019 Release

Q4, 2018

MVP Development

Q2, 2019 Beta Version



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