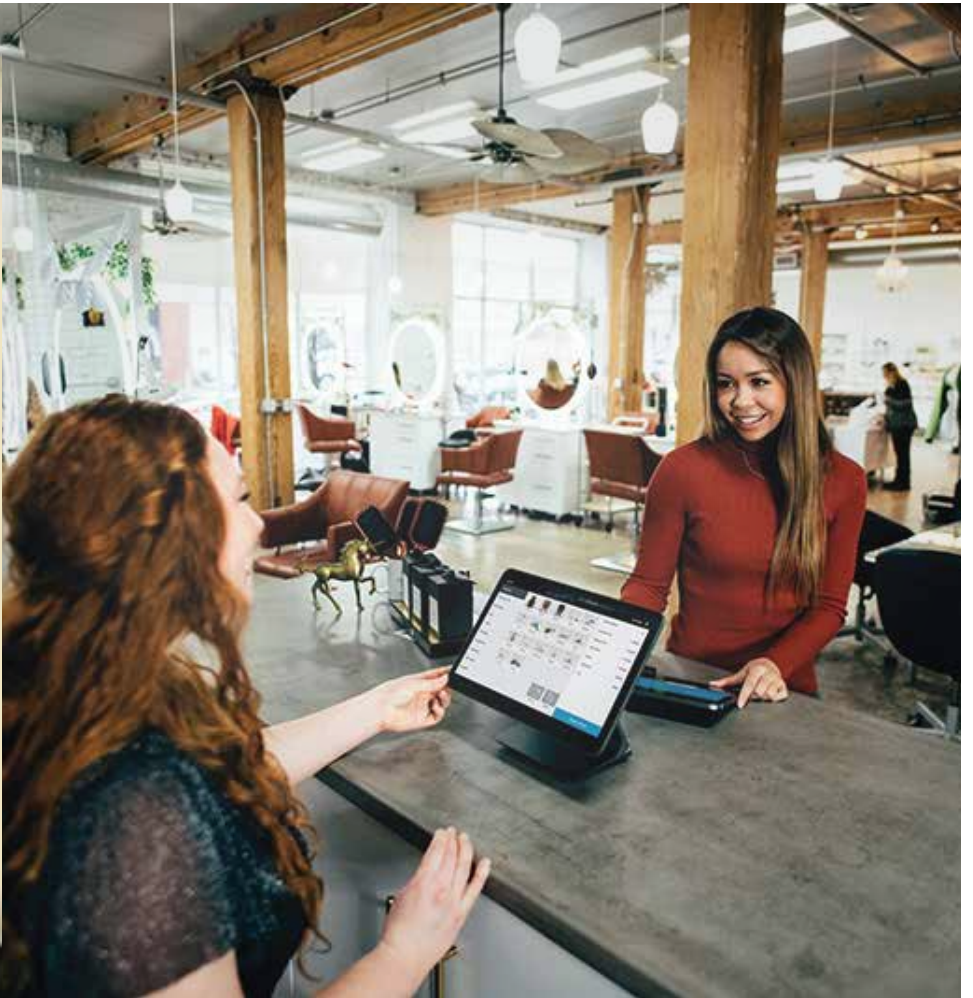




Mozaic
Innovative Solutions



Retail Light (SMAILES)
360 Customer Engagement and Loyalty Suite

Mozaic Retail Light is a data-driven, cloud-based, 360 Customer Engagement and Loyalty System that helps merchants to understand their customers and increase their revenues. The system creates an emotional connection between customers and brands, one in which customers feel seen and heard. Customers appreciate brands that cater to their needs, provide an exclusive shopping experience, and offer tailored promotions.

Research has shown that revenue growth is tied to customer engagement. According to PWC, organizations using digital outreach methods forecast higher revenue growth, and Bain & Company found that engaged customers spend between 20% and 40% more than other customers. The more engaged your customers are, the more they'll spend which will increase your revenue per customer.

Retail light creates engagement with walk-in customers through **SMILES Mobile Application**.

SMILES App is a mass market multi-merchant, multi-wallet mobile application. Each customer will have separate wallet with every merchant to earn and burn loyalty points. merchants can create a digital menu on the app with instant offers and dynamic classification.

The system supports multiple campaigns that help in both acquisition and retention and creates personal relationship with each and every customer.

At any point, merchant can easily upgrade from **Retail Light** to **Retail Express**.



Mozaic Retail Light





SMILES Multi-Merchant Mobile App

“It cost seven times more to acquire a new customer than to retain an existing one.”

SMILES App for your business.

- Separate wallet for every customer.
- Real-time updates on products, services, and offers.
- Customized sliders.
- Guide customers to your branches digitally.
- Facilitate reaching your social media pages.



FACTS

- Engaged customers buy 90% more frequently and 60% more per transaction.
- People check their mobile every 6 minutes.
- 79% of users used their mobile to make purchase.

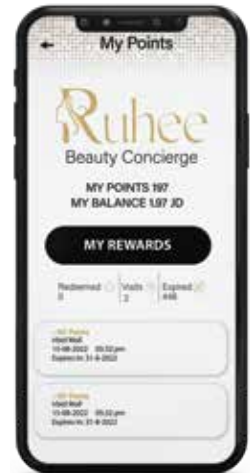


Personalized Social Loyalty

“No matter what business you are in, Customer Loyalty is something you have always to work on.”

A customized white-label multi-brand loyalty program that meets your needs.

- Multiple points scheme based on brand, or product.
- Flexible earn & burn rules and processes.
- Multi-tier with comprehensive tier management.
- Accelerators.
- Reward customer activities not only purchases.
- Friend referrals and viral marketing.
- Cashback or Reward Gallery.
- Personalized rewards and campaigns.

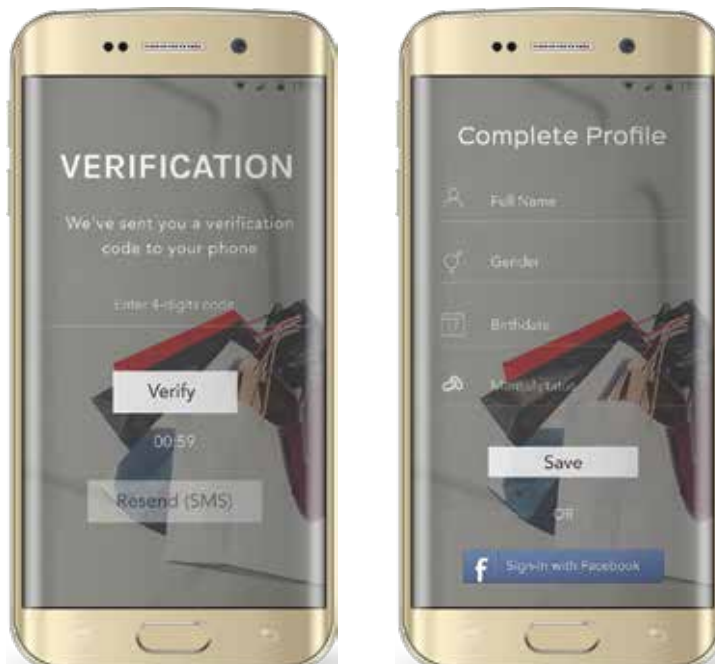


Customer Relationship Management (CRM)

“If you don’t know customers, you don’t have customers”

Customer’s profile and Activities.

- Record customer activities including visits, orders, and lifetime value.
- Profile customers based on demographics and activities.
- Reward specific profiles on specific occasions.





Digital Menu

“Create memorable customer experience.”

A comprehensive digital menu builder.

- Multi-brand, multi-verticals and multilingual.
- An unlimited number of levels.
- Dynamic classifications to create a seasonal campaign.
- Easy to navigate and find products and services.
- Instant updates for products and services.
- Modifiers, add-ons, and customizations in an easy way.



Search



Filter



Sort



Digital Marketing Campaigns

“Automate your campaigns.”

- Set your campaigns and leave the rest to the system.
- Acquisition, retention, frequency, and up selling.
- Personalized campaigns & greetings.



Points



Vouchers



Gifts





Customer Feedback

“Listen to your customers.”

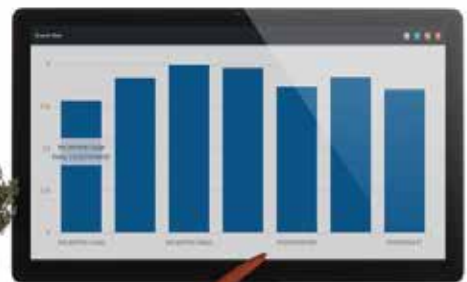
- Instant rating & feedback after each interaction with the business.
- Live dashboard and scoring for each branch.



Reports & Dashboard

“If you can't measure it, you can't manage it.”

- Instant dashboards and trend reports to keep you updated.
- Detailed reports to help you make the right decision at the right time.
- Multiple filters to find the right info.



Our Achievements



**100+ RETAIL
MERCHANTS**

**5 RETAIL
GROUPS**



**3 FOOD
AGGREGATORS**

**1000+
STORES**



Decrease
Labor Cost



Increase
Customer Satisfaction



Increase
Availability



Increase
Retention

“

The Cake Shop

Mozaic built a great system for us. Unlike our old loyalty system, we feel in touch with all customers. We literally interact with customers and listen to their feedback all the times. We learned a lot from this experience. Our customers love the app; many come for the first time just after getting the app.

”

“

Time Center Group

An agile relationship needs agile people. Mozaic team showed that they are not only about the latest technology trends in the market, but also they are business partners who are ready to work on changes and requests instantly to serve the best results to the end user.

”

“

Al Ameen Coffee

Working with Mozaic Innovative Solutions allowed us to create and launch our highly customized loyalty program mobile application. We were very impressed by the team's technical capabilities and responsiveness. The build quality of the final product exceeded our expectations, and we would highly recommend Mozaic Innovative Solutions to anyone looking for a quality app to launch.

”



Our Client

Retail Groups:



Retail Merchants:



Food Aggregators:

