



**Mozaic**  
Innovative Solutions



## **Retail Express** 360 Customer Engagement and Loyalty Suite

**Mozaic Retail Express** is a data-driven, cloud-based, 360 Customer Engagement and Loyalty Suite that helps merchants to understand their customers and increase their revenues. The suite 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.

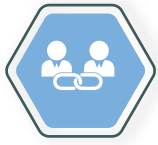
**Retail Express** creates engagement with walk-in customers through a standard white-labeled mobile application and comprehensive digital menu builder.

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



# Retail Express



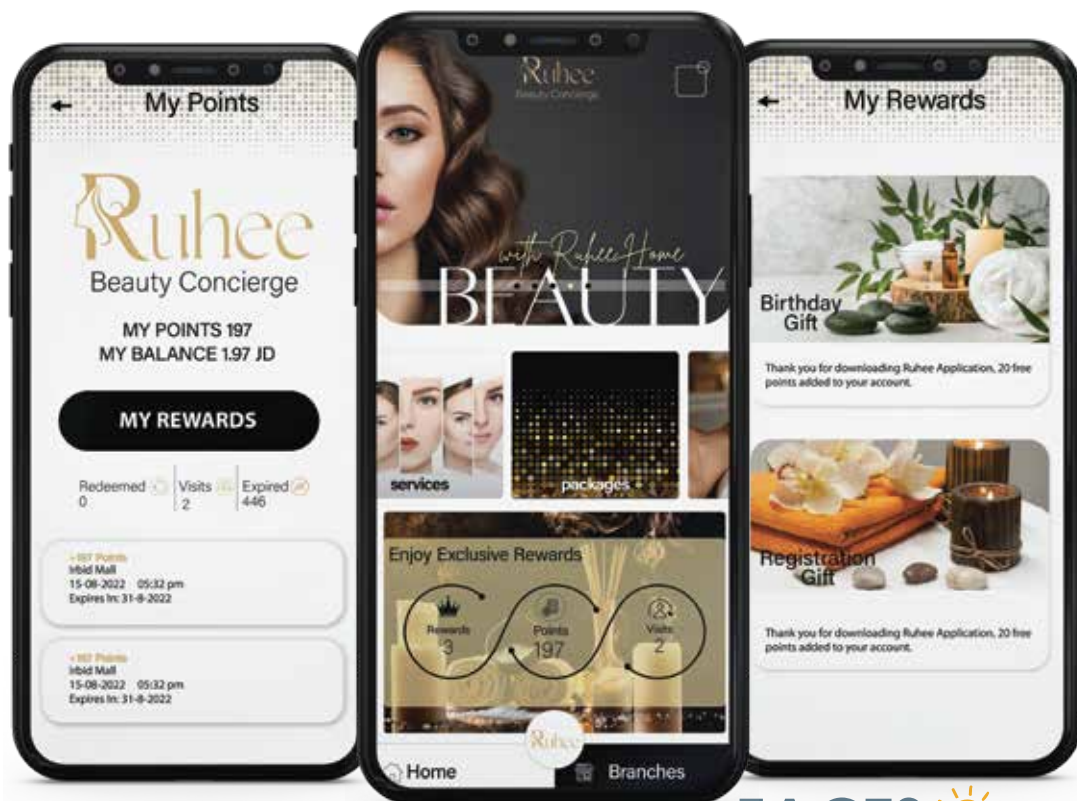


# Personalized Social Loyalty

“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.
- Influencers promo codes.
- Personalized rewards and campaigns.



## FACTS

- It cost seven times more to acquire a new customer than to retain an existing one.
- 84% of customers say they're more apt to stick with a brand that offers a loyalty program.
- 66% of customers say the ability to earn rewards changes their spending behavior.





# Customer Relationship Management (CRM)

**"If you don't know customers, you don't have customers"**

## Customer's profile and Activities.

- Customized profile and demographics capture at registration.
- Record customer activities including visits, orders, referrals, lifetime value.
- Profile customers based on demographics and activities.
- Reward specific profiles on specific occasions.
- Communicate with specific segment of customers .

Smartphone screen showing a 'Complete Profile' form. The status bar at the top displays 'Zain JO', '3:42 PM', and '69%' battery. The form includes the following fields with icons to the left: First Name, Last Name, Gender (dropdown), Birthdate (dropdown), City (dropdown), Area (dropdown), Married (dropdown), Spouse Birthdate (dropdown), and Anniversary Date (dropdown). A 'Save' button is at the bottom. The 'Time Center Group' logo is visible at the bottom of the screen.

Smartphone screen showing a 'Natural Looks' profile form. The status bar at the top displays 'Zain JO', '3:42 PM', and '69%' battery. The form includes the following fields with icons to the left: First Name, Last Name, Birthdate (dropdown), Gender (radio buttons for Male and Female), Single (radio button) and Married (radio button), and Anniversary Date (dropdown). A 'Save' button is at the bottom.



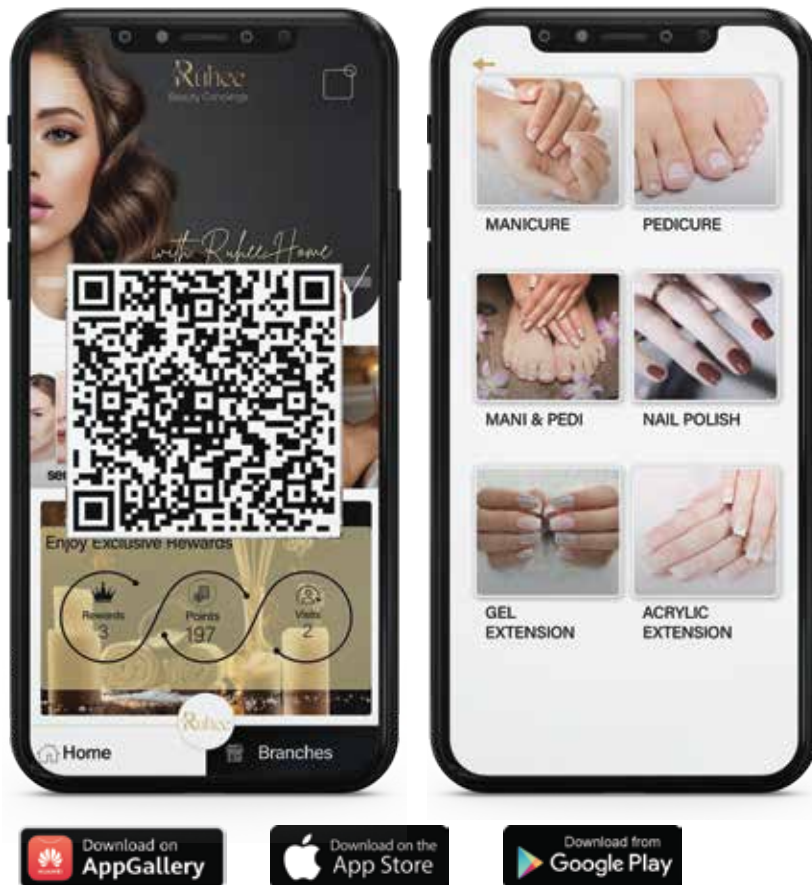


# White-Labeled Mobile App

“Serious businesses engage with their customers through their own app.”

## White-Labeled App for your business.

- Personalize your apps look and feel to match your identity.
- Make real-time updates on products, services, and offers.
- Customize pop-ups and sliders.
- Increase engagement through push notifications and keep customers up-to-date.
- 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.



# 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.
- Notifications, pop-ups ,and sliders can be linked to the menu items.
- Instant updates for products and services.
- Modifiers, add-ons, and customizations in an easy way.



Search



Filter



Sort





# Advertising & Customer Communication

“Your customers are one-click away.”

- One-to-one, or all customers notifications instantly.
- Promote your ideas through pop-ups and sliders.
- Enhance your notifications with image for a better response rate.



# Customer Feedback

“Listen to your customers.”

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







# 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.
- Manual campaigns to a segment or pre-defined list.



Points



Vouchers



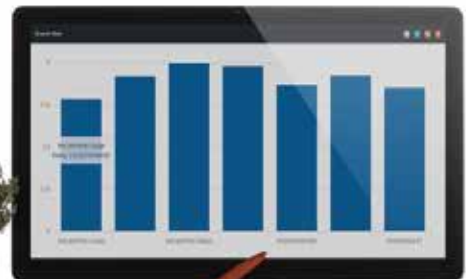
Gifts



## 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.
- Multi-level permissions.



# 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.

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## **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.

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# Our Client

## Retail Groups:



## Retail Merchants:



## Food Aggregators:





FASHION &  
APPAREL



RESTAURANT



BAKERY



HYPERMARKET



FOOTWEAR



COSMETICS



DISTRIBUTORS



GIFT SHOP



PHARMACY



SPA



JEWELLERY



COFFE HOUSE



SHOPPING  
MALLS



VERTUAL  
BRAND



HOME  
APPLIANCES



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