



**Mozaic**  
Innovative Solutions



## **Retail Plus**

360 Loyalty and Customer Engagement Suite

# Retail Plus

A data-driven, cloud-based, **360 Loyalty and Customer Engagement 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 Plus** creates engagement throughout all touch points of the business, introduces comprehensive e-commerce experience, customized white-labeled mobile application, and integrates seamlessly with all existing interfaces including POS, delivery, payment or ERP.

The system will build a comprehensive CRM for customers from all channels (Walk-in, App-commerce, e-commerce, Call Center...), and will target all customers with unified engagement.



Decrease  
Labor Cost



Increase  
Customer Satisfaction



Increase  
Availability



Increase  
Retention



# Retail Plus Modules





# 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, product, or branch.
- Flexible earn & burn rules and processes.
- Multi-tier with comprehensive tier management.
- Accelerators and happy hours.
- Digital punch cards.
- Reward customer activities not only purchases.
- Friend referrals and viral marketing.
- Support In-shop, Online, and Phone orders.
- Cashback or Reward Gallery.
- Influencers promo codes.
- Personalized rewards and campaigns.



In-Shop



Online  
Orders



Phone  
Orders



## FACTS

- It costs 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 .

**COMPLETE PROFILE**

First Name

Last Name

Gender

DOB

Status Optional

**SAVE**

**Natural Looks**

First Name

Last Name

Birthdate

Male Female

Single Married

Anniversary Date

**Save**







# White-Labeled Mobile App

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

## Customize your app based on your needs.

- Personalize your apps look and feel to match your identity and needs.
- Display your data in a way that helps you generate more traffic.
- Make real-time updates.
- All through the app, you can 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.



# Comprehensive Digital Menu Builder

“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.
- Location-based, time-based ,and day-based display of categories.
- Easy to navigate and find products and brands.
- Notifications, pop-ups ,and sliders can be linked to the menu items.
- Instant updates.
- Up-selling and suggestions.
- Modifiers, add-ons, and customizations in an easy way.



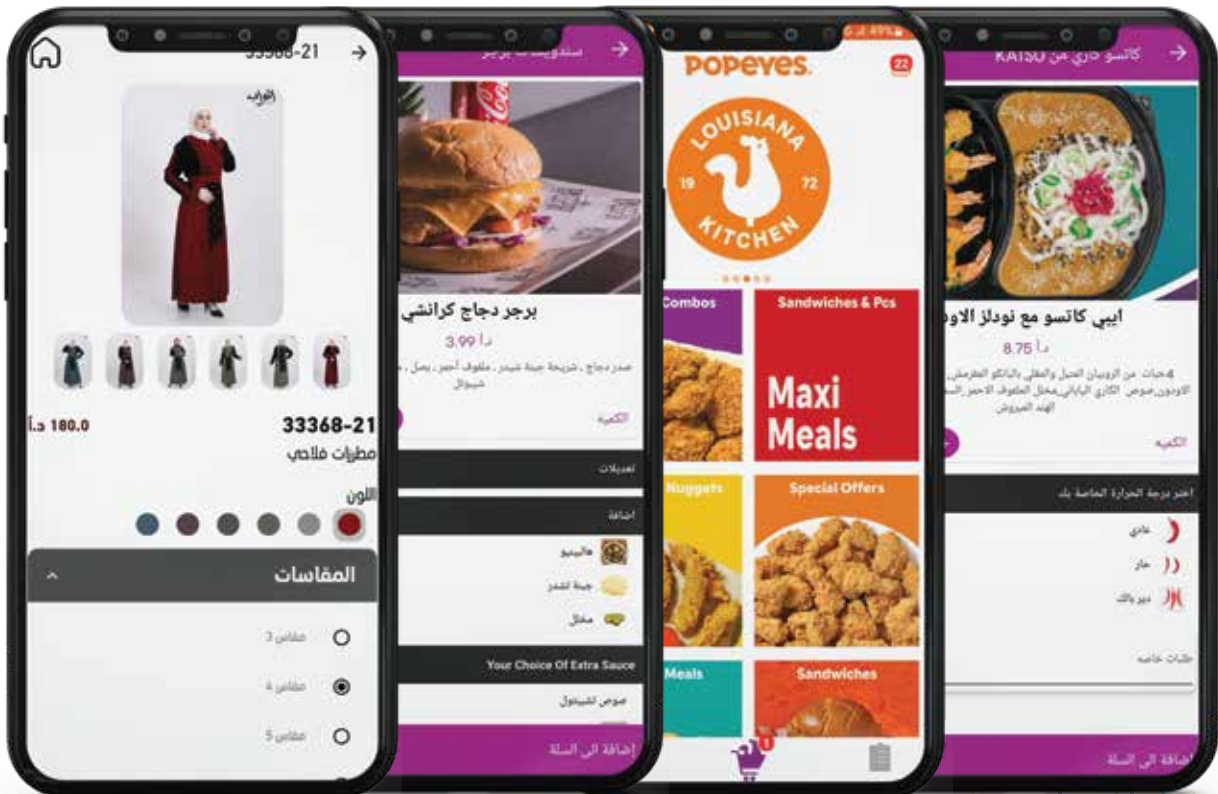
Search



Filter



Sort





# Geo-Fencing Ordering & Aggregation

"Sell anytime -anywhere."

**Your store is in your customer's hands.**

- Reduce dependency on 3rd party aggregators.
- Define the geographical zones that you serve.
- Seamless order delivery to the nearest branch.
- Promo codes for better acquisition and retention.
- Loyalty points to encourage repeat orders.
- Instant offers and happy hours.
- Multiple delivery fees calculation scheme.
- Direct integration with delivery systems.
- Order notifications and live tracking.
- Multiple payment options.
- Comprehensive reporting.



Drive through



Dine-in



Pick-up



Delivery

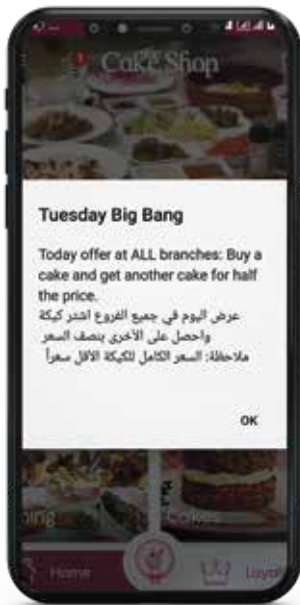




# Advertising & Customer Communication

“Your customers are one-click away.”

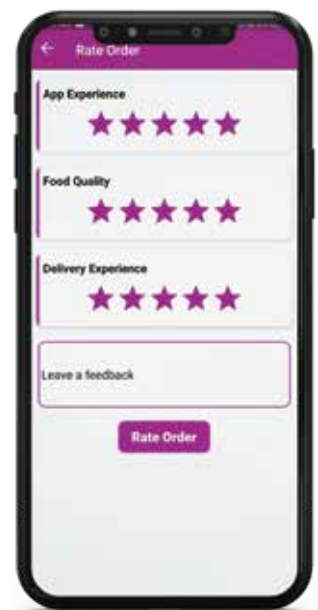
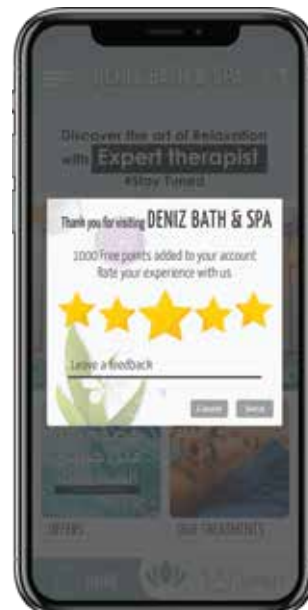
- One-to-one, segment, or all customer's notifications instantly.
- Promote your ideas through pop-ups and sliders.
- Enhance your notifications with image for a better response rate.
- Facebook Pixel and Google Analytics SDKs integration for better targeting and retargeting.



# Customer Feedback

“Listen to your customers.”

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





# Digital Marketing Campaigns

“Automate your campaigns.”

- Set your campaigns and leave the rest to the system.
- Acquisition, retention, frequency, and upselling.
- Personalized campaigns & Greetings.
- Draws, surprises and promo codes.
- Manual campaigns to a segment or pre-defined list.



Points



Vouchers

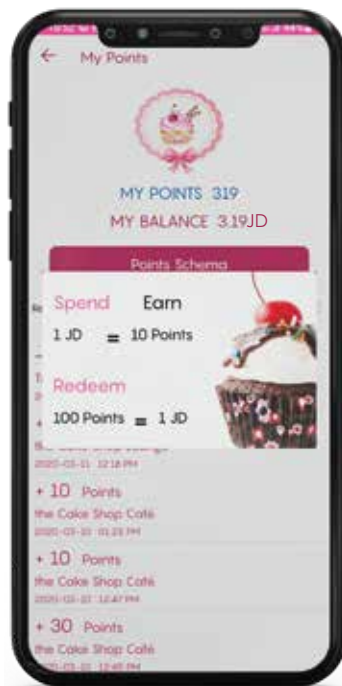
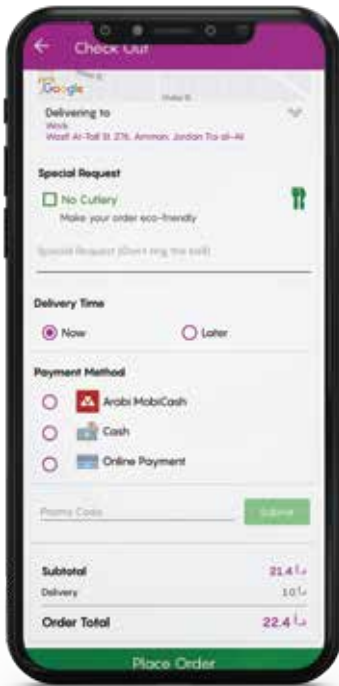


Gifts



## Digital Wallet / Payment

- Enhanced cash flow through pre paid vouchers and top-ups.
- Multiple online payment options.





# 3rd Party Integrations

- POS, E-Commerce, ERP, Online Payment, Delivery System or any other system.
- Standard APIs for fast integration.
- Mozaic retail team is ready to study and implement any integration with any 3rd party system.

## POS



## Delivery



## Payment



## E-Commerce



# Reports & Dashboard

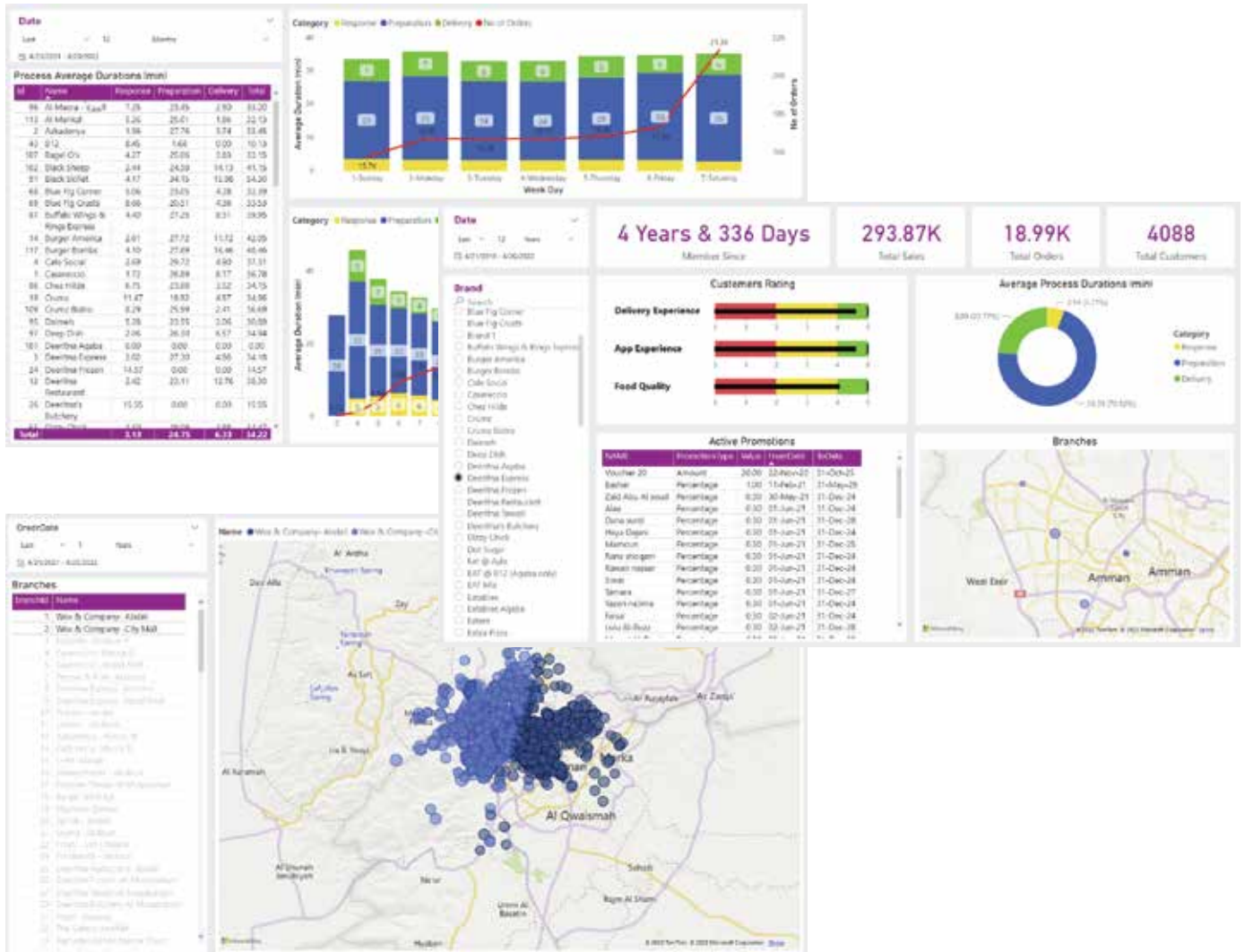
“If you can’t measure it, you can’t manage it.”

- 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.





- Boost productivity.
- Improve visibility.
- Simplify reporting.
- Powerfull analytics.
- Connectivity with other systems.

 Power BI



# 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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