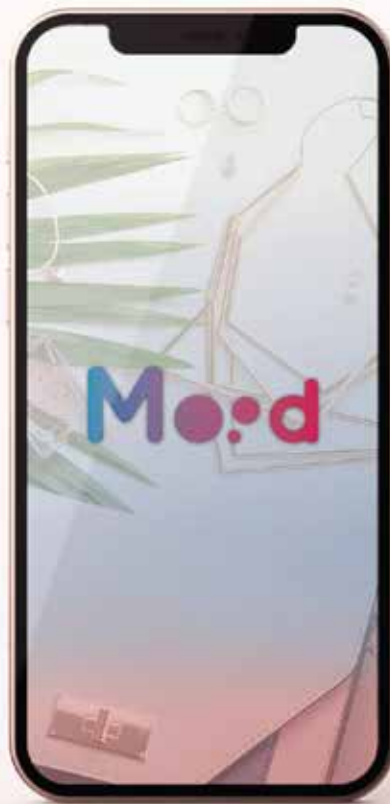




**Mozaic**  
Innovative Solutions



# **Mood**

360 Loyalty and Customer Engagement Suite

# MooD

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.

**MooD** helps small businesses who wish to create Loyalty bonds with customers using our multi-merchant mobile application "**MooD APP**".

**MooD** 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 a personalized relationship with each and every customer.

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.



# MooD 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.



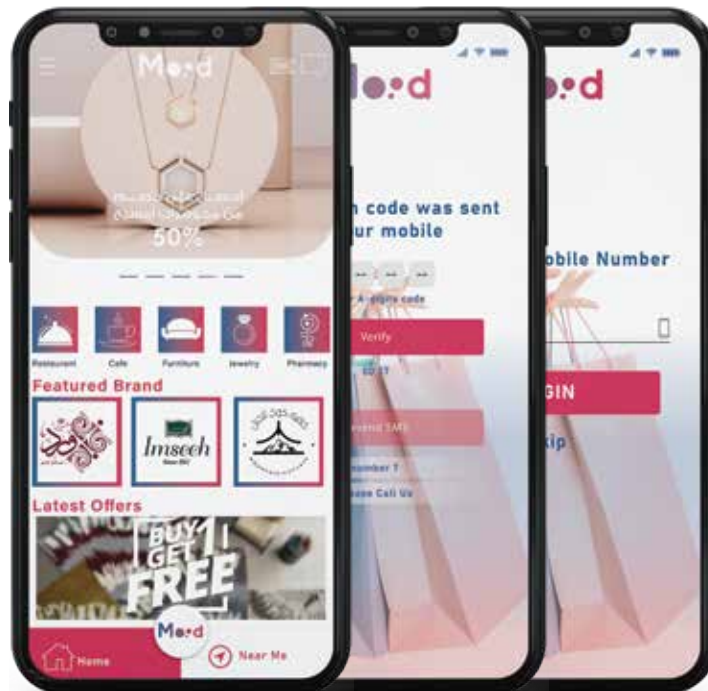
In-Shop



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 .



# 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





# 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.



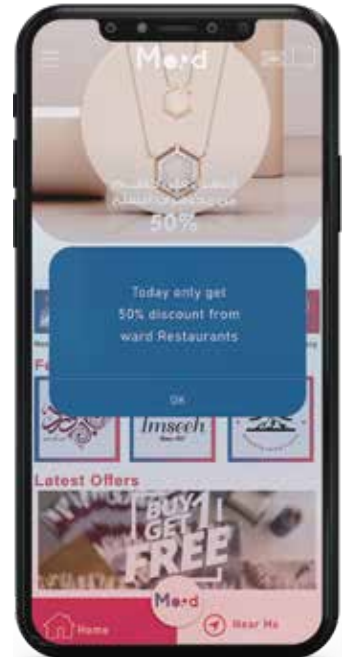
Points



Vouchers



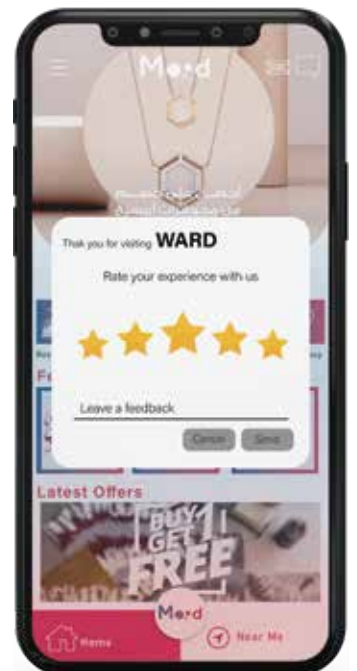
Gifts



## 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.







# 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 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



ROASTERY

+962 797 730 999  
sales@mozaicis.com

275 Wasfi Altal Street, Khalda  
Amman, Jordan  
[www.mozaicis.com](http://www.mozaicis.com)

