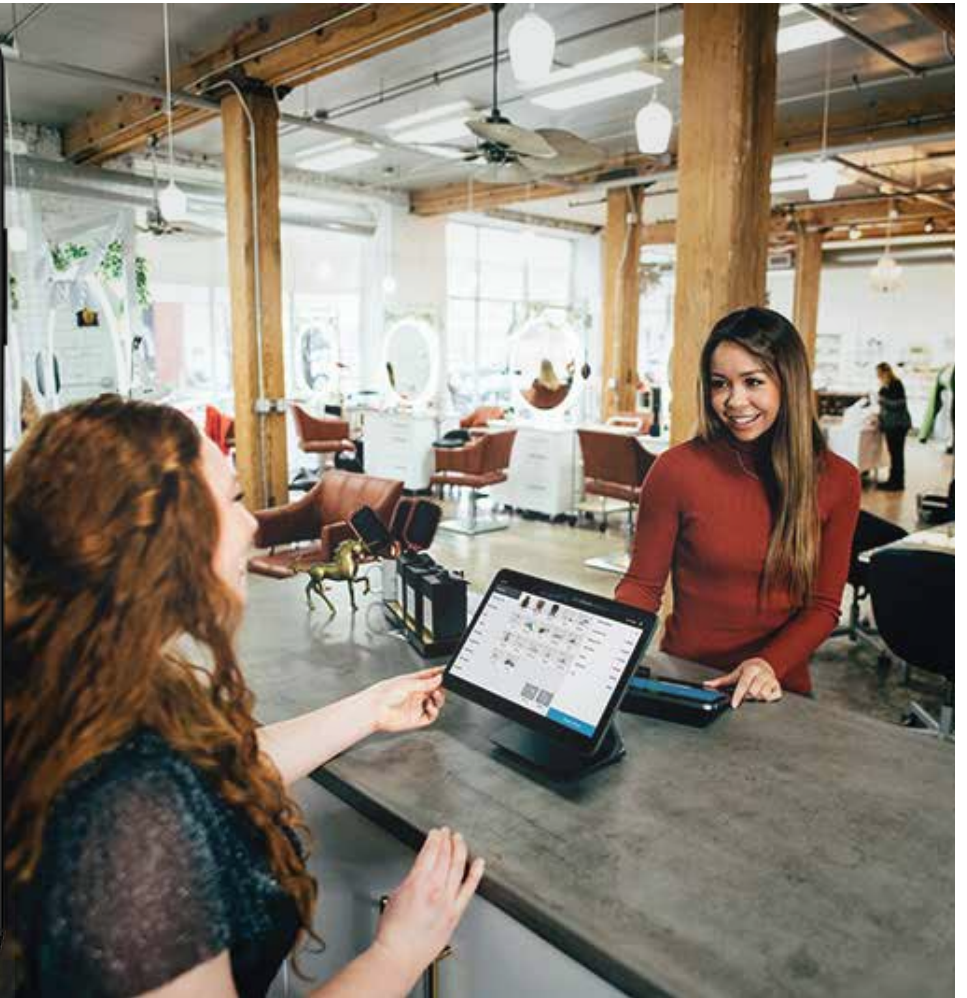




Mozaic
Innovative Solutions



Retail Express

360 Loyalty and Customer Engagement Suite

Retail Express

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 care for 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.



Decrease
Labor Cost



Increase
Customer Satisfaction



Increase
Availability



Increase
Retention



Retail Express Modules



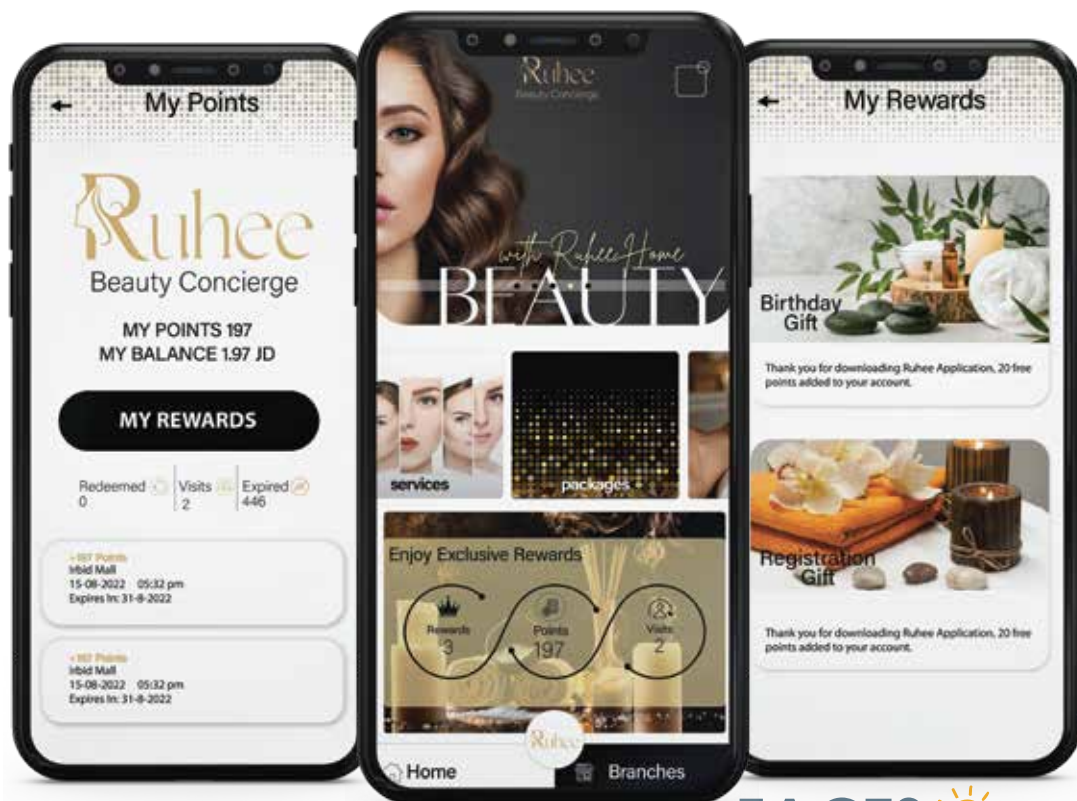


Personalized Social Loyalty

“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, or product.
- Flexible earn & burn rules and processes.
- Multi-tier with comprehensive tier management.
- Points Accelerators.
- Reward customer activities not only purchases.
- Friend referrals and viral marketing.
- Cashback or e-coupons.
- Influencers promo codes.
- Personalized rewards and campaigns.



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, referrals, lifetime value.
- Profile customers based on demographics and activities.
- Reward specific profiles on specific occasions.
- Communicate with one or all customers instantly.

A smartphone screen displaying a registration form titled "COMPLETE PROFILE". The form includes input fields for "First Name", "Last Name", "Gender", and "DOB". Below these is a "Status" field with an "Optional" label. A prominent green "SAVE" button is at the bottom. The background of the app shows a pile of nuts and a bag of "NATURAL LOOKS" products.

A smartphone screen displaying a customer profile form for "Natural Looks". The form includes input fields for "First Name" and "Last Name", a "Birthdate" field with a calendar icon, and radio button options for "Male" and "Female". Below these are radio button options for "Single" and "Married", and an "Anniversary Date" field with a calendar icon. A brown "Save" button is at the bottom.



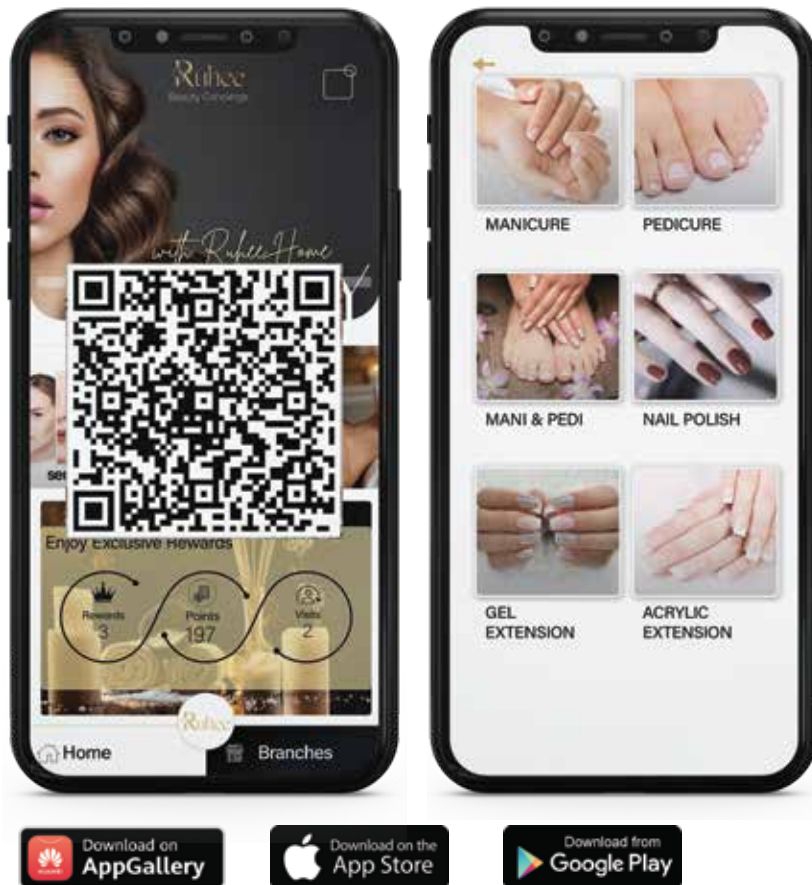


White-Labeled Mobile App

“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.



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.
- 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 upselling.
- Personalized campaigns & greetings (Registration, Referral, and Birthday).
- Manual campaigns to a segment or pre-defined list.



Points



Vouchers



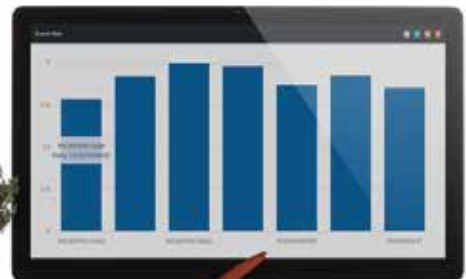
Gifts



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**



“

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 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 Clients

Retail Groups:



Retail Merchants:



Food Aggregators:





FASHION &
APPAREL



RESTAURANT



BAKERY



HYPERMARKET



FOOTWEAR



COSMETICS



DISTRIBUTORS



GIFT SHOP



PHARMACY



SPA



JEWELLERY



COFFE HOUSE



SHOPPING
MALLS



VIRTUAL
BRAND



HOME
APPLIANCES



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