**The Power of OmniAI Card-less Loyalty System**

Following demo scripts take into consideration that our system beneficiary uses clerks with none-to-minimal training based on the fact that OmniAI generates full proposal for the clerk based on the current customer status. The system does not use any card or other device for customer identification and can work with or without having personal information regarding the customer. The 1st script describes the specific situation when the customer decides to remain totally anonymous to the system while the second script is specific for the case when the customer wants additional benefits generated by giving away identity information (for targeted campaigns that can be run out-of-retail-shop via sms, email, etc)

**Script #1**

New customer enters retailer #R location #A and requests/buy products. OmniAI generates unique identity-less code for customer #123.

***Clerk:*** Would you like to give just you name in order to receive a reduction next time when you enter a #R shop?

***Customer #123:*** No, thank you.

After a period of time Customer returns for the Nth-time to #R shops (same or other location)

***Clerk****:* Hello, I see you are buying our products so you have now a x% discount from current and further purchases. Nevertheless if you just give us a few details about you we can give you (x+y)% in future!

**Script #2:**

New customer enters retailer #R location #A and requests/buy products. OmniAI generates unique identity-less code for customer #123.

***Clerk:*** Would you like to give just you name in order to receive a reduction next time when you enter a #R shop?

***Customer #123:*** Yes, my name is #NNNNN.

After a period of time Customer #NNNNN (formerly known as #123) returns for the 2nd-time to #R shops (same or other location)

***Clerk:*** Hello, I see you are buying our products so you have now a (x+y)% discount from current and further purchases. Nevertheless if you will come back in next d days/weeks we will give you (x+y+z)% ! Also if you give us your phone number we will give you (x+y+z+p)%!