



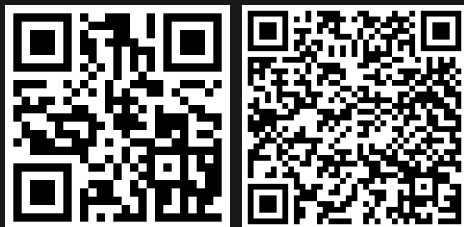
Overflowing Feature

& TUNE PROTECT

Customer Loyalty Engagement Program



Tune4U



Website

<https://overflowingfeature.firebaseio.com/>

<https://overflowingfeature.web.app/>

<https://tune4u.jingjietan.com/>

APK

https://drive.google.com/drive/folders/1W0_I9W3Y22LcOofjMCxtAajvgdu-qXUY?usp=drive_link





01.

Problem Statement



Limited Engagement

Lack of self-help and high-touch where

- Customers can't get in immediate contact with high quality advisors
- As a result, companies can't get accurate customer insights



Lack of risk & insurance literacy

Therefore, 40% out of a sample size of 701 young Malaysians between 24 to 34 do not have existing insurance of any kind.



Data Taken from PIDM as at 2022

https://pidm.gov.my/pidm2022/media/assets/pdf/PIDM-BIT-Insurance-Report_website.pdf

02.

Solutions

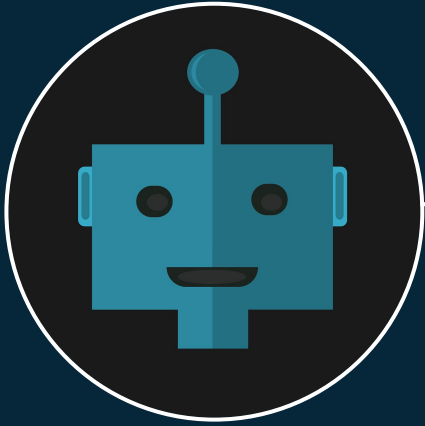
Main Features

Loyalty Chat

Easter Egg



Expected output of Web App



Loyalty Chat

- Help users perform specific action
 - E.g. Customer A doesn't know how much points he/she has, chatbot can solve the solution by querying basic info like customer name / IC / unique number
- Reward users who provide constructive feedbacks / fill up survey with loyalty points



Expected output of Web App

User Insight

- Deeper customer analytics can be applied to the loyalty programs to get new insights into customer purchase trend
- Avoid misleading insights and underperforming strategies
- Data visualization



Expected output of Web App



Easter Egg

- Machine Learning results in ability to detect if user is focus on certain informative pages/sections
- Linked to chatbot to showcase usefulness of it + improve visitor's literacy
- Find easter eggs which gives loyalty points.

Expected output of Web App



Rewards

- Discounts can be given for certain amount of purchases by customers in the loyalty program
- Behaviours like reading through informative pages rewards easter eggs (loyalty points)



Expected output of Web App



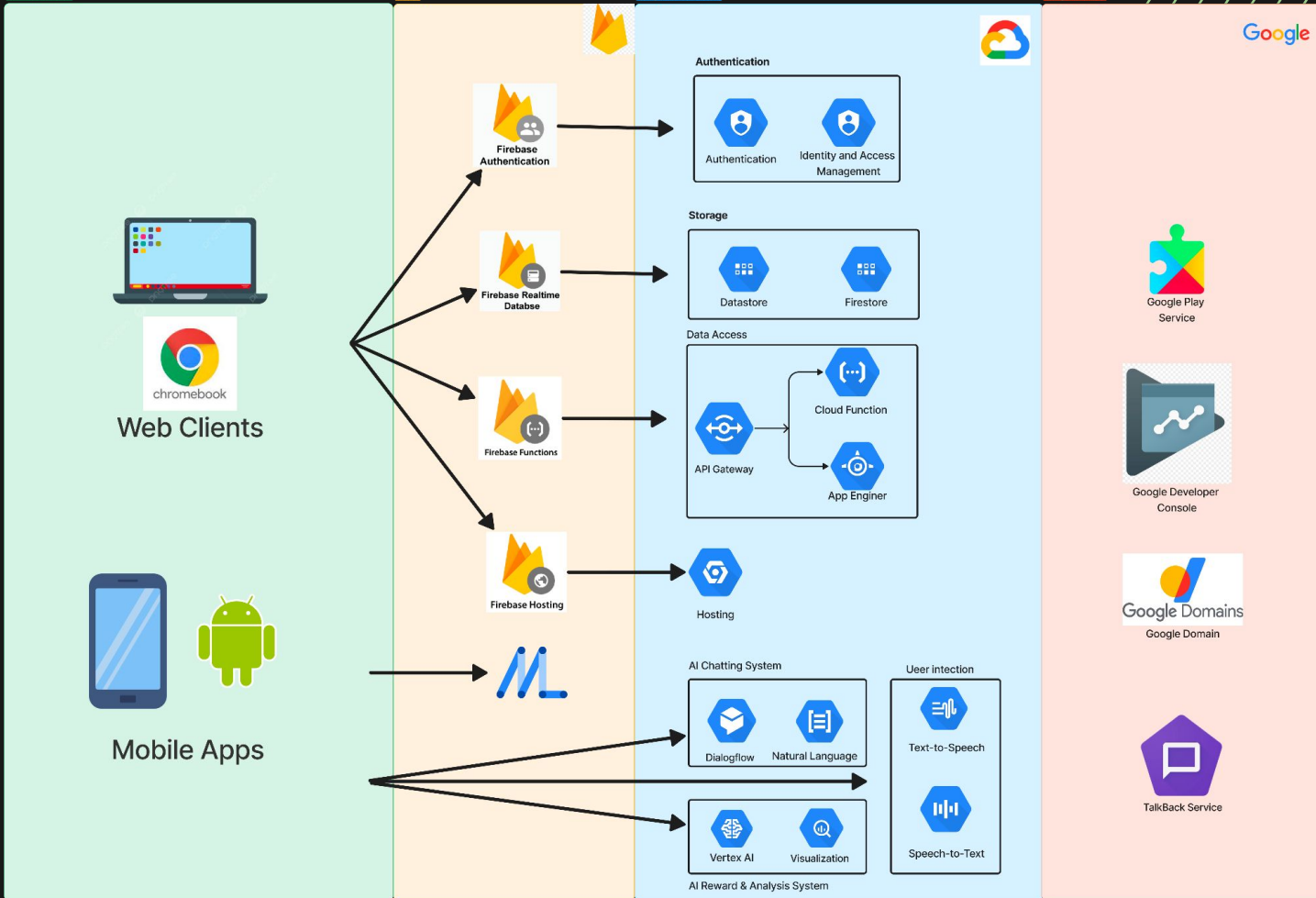
Enhance minority experience

- Encourage inclusivity in the web application usage
- Can help with loyalty program reputation & build relationships with customers



03.

Demonstration





Thank you

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