

Start *Loyapptying*!

A simple way for any business to build customer loyalty
by interacting via mobile phone

February 16, 2012

Two elements to *loyapptying*



❦ <http://loyappty.com>

- ➔ Businesses after registering, begin interacting with customers by creating and sending *loyappties*
- ➔ *Loyappties* can be coupons, offers, reminders, updates, and much more!

❦ Loyappty Mobile App

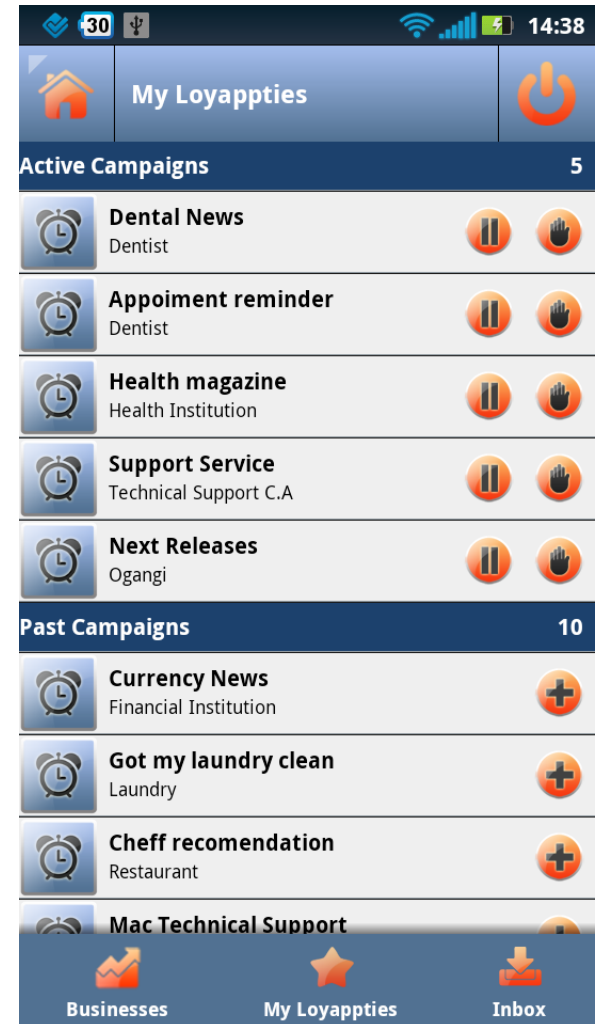
- ➔ Customers download it on their mobile phone, browse and search for businesses and opt-in to *loyappties* they want



Sample *Loyappties*

If your customers will appreciate it,
make it a *loyappty*!

-  **Coupons** are a perfect form of *Loyappty*
 - ➔ 10% off on this item
-  **Offers** make great *loyappties*
 - ➔ This weekend free desert with purchase of ...
-  **Reminders** as *loyappties* help improve customer service
 - ➔ We will be open during the Holiday
-  **Updates** are *loyappties* that deliver great information to your customers
 - ➔ New arrival ...



Businesses

Start *loyapptying*, start building customer loyalty
by interacting via mobile phone



Helps Build Customer Loyalty

Customer loyalty is about attracting the right customer, getting them to return, and bring new customers

- ❏ Businesses build customer loyalty via loyappty by:
 - ➔ Staying in touch with current customers
 - ✓ Sending coupons, offers, reminders, updates, and much more!
 - ➔ Attracting new customers with timely and compelling offers
 - ✓ New customers search for businesses and find you
 - ➔ Remembering customers preferences
 - ➔ Rewarding customers for choosing your business

Three easy steps to customer loyalty:



Register on <http://loyappty.com>



Create a *loyappty* (coupon, offer, reminder, update) customers subscribe to



Send the *loyappty* to customers' mobile phone

Easy Customer Opt-in

For every *loyappty* there is a QR Code customers use to opt-in

❗ Print the automatically generated *loyappty* QR Code on a flyer, poster, website, menu, t-shirt

❗ Customers scan it on their mobile phone using a free QR Code Reader



This is a QR Code

- ➡ <http://itunes.apple.com/us/app/qr-code-reader-and-scanner/id388175979?mt=8>
- ➡ https://market.android.com/details?id=appinventor.ai_progetto2003.SCAN&hl=en

Absolutely free to customers, risk free to businesses

❦ Free trial to businesses

➔ When registering, account is setup with 10 free credits

❦ Each message sent to customers uses one credit

❦ After the initial free 10 credits are used, businesses buy credits

➔ \$9.99 for 1,000 credits

➔ \$49.99 for 5,250 credits ($\approx 5\%$ discount)

➔ \$99.99 for 1,000 credits ($\approx 10\%$ discount)

➔ \$249.99 for 30,000 credits ($\approx 15\%$ discount)





Gyms

- ➔ New classes, new hours
- ➔ Change of schedule



Restaurants

- ➔ Coupons
- ➔ Menu specials
- ➔ Events (happy hours)
- ➔ Sweepstakes



Retail

- ➔ Coupons
- ➔ Newsletters
- ➔ Sales and events



Healthcare

- ➔ Appointment reminders
- ➔ Coupons
- ➔ Health tips
- ➔ Medication information



Daycare/Schools

- ➔ Newsletter
- ➔ Reminders
- ➔ Emergency notification



Financial Institutions

- ➔ Transaction alerts
- ➔ Balances



Customers

Start *loyapptying*, start saving time and money!



Find and stay in touch with businesses you like

❦ No registration, no login

- ➔ Simply download and start searching for businesses by name, category, or location

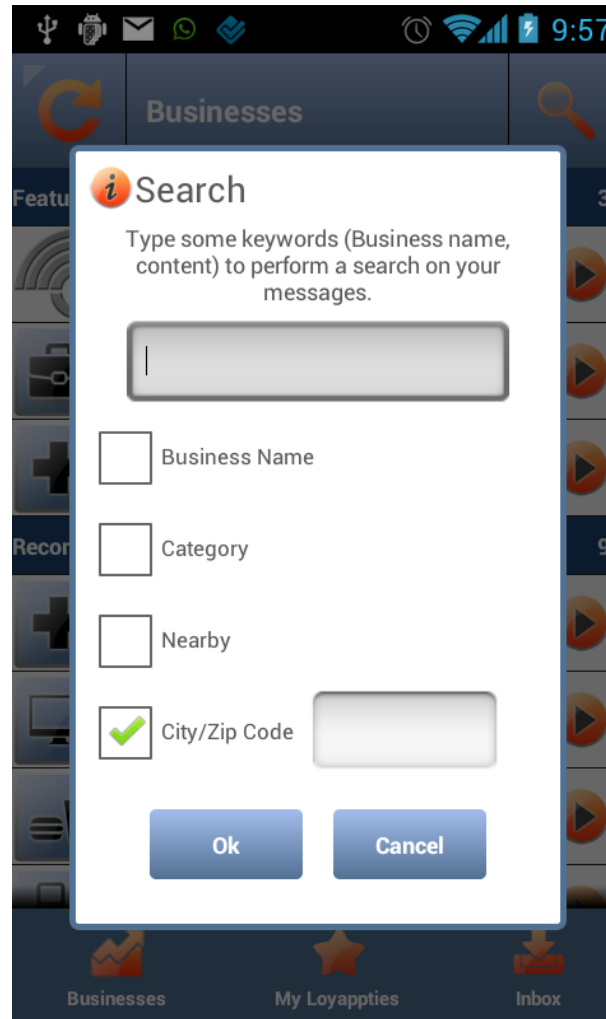
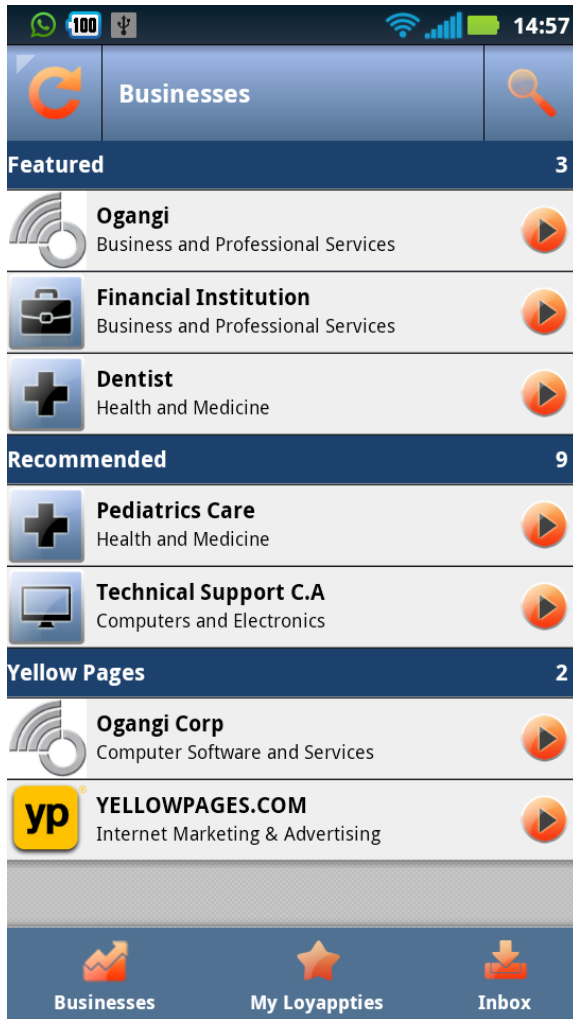
❦ Opt-in to loyappties

- ➔ Coupons, offers, reminders, or updates from business you like

❦ Loyappty is location aware

- ➔ Search for nearby businesses!

Browse or Search



Loyappty allows searching for registered businesses or the local Yellow Pages listing



Absolutely Free!

Note: standard mobile phone data charges apply.

The is no spamming in loyappty, none!

- ❏ Only receive what opted-in to
- ❏ Changed mind? No problem
 - ➔ Customers can freeze (stop temporarily) or permanently stop, any, or all, loyappties at anytime
- ❏ No need to disclose any personal information
 - ➔ Including the mobile phone number

Easy to Download



Available on:

 Available on the
App Store

 Available on the
Android Market

Get it at  **BlackBerry
App World™**
Coming soon!



Why not start *loyapptying* today?

