



Cloud-based

## ***Customer Loyalty Program***

**Automatically Interact With Your Customers with Our Mini Program**



**Boost  
Sales**

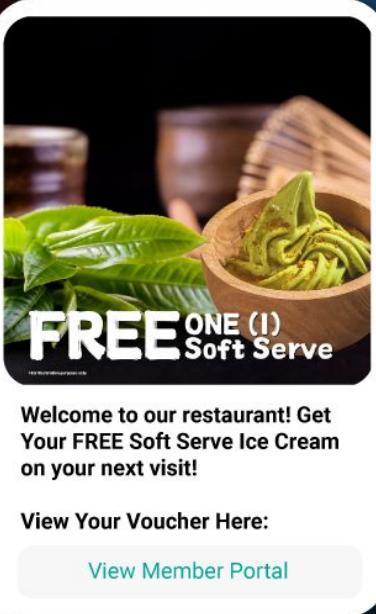
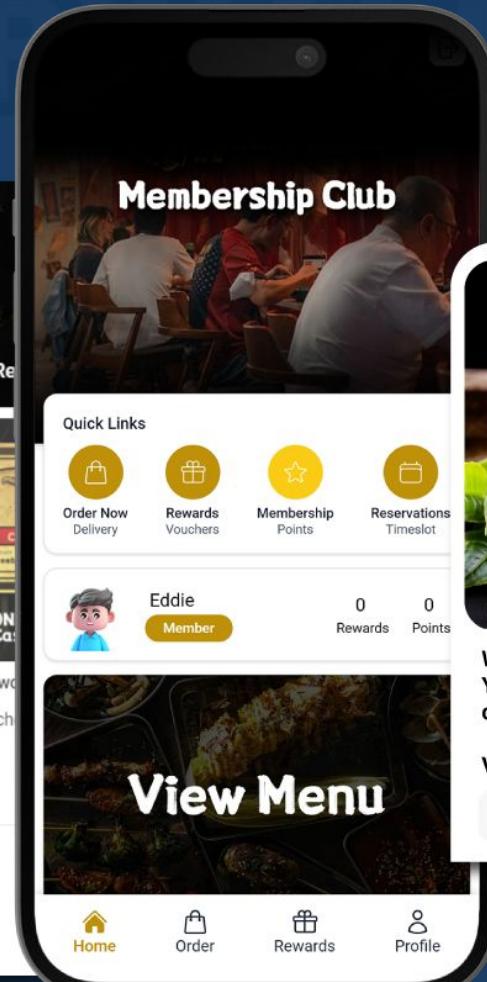
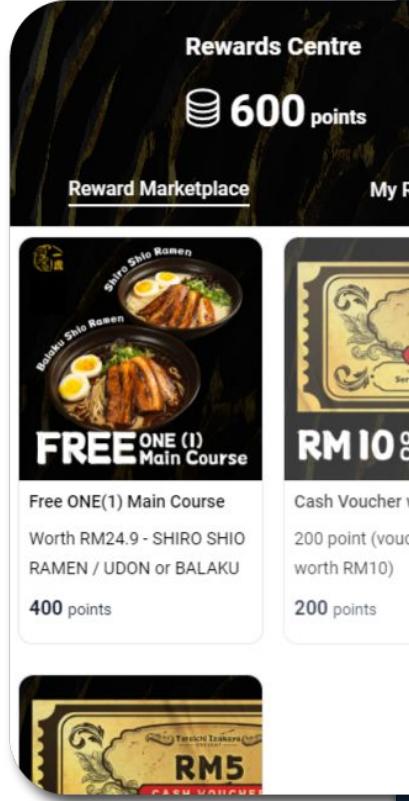


**Collect  
Customers' Data**



**Automate  
Business Operations**

| 2024



WhatsApp Automation



# About Us

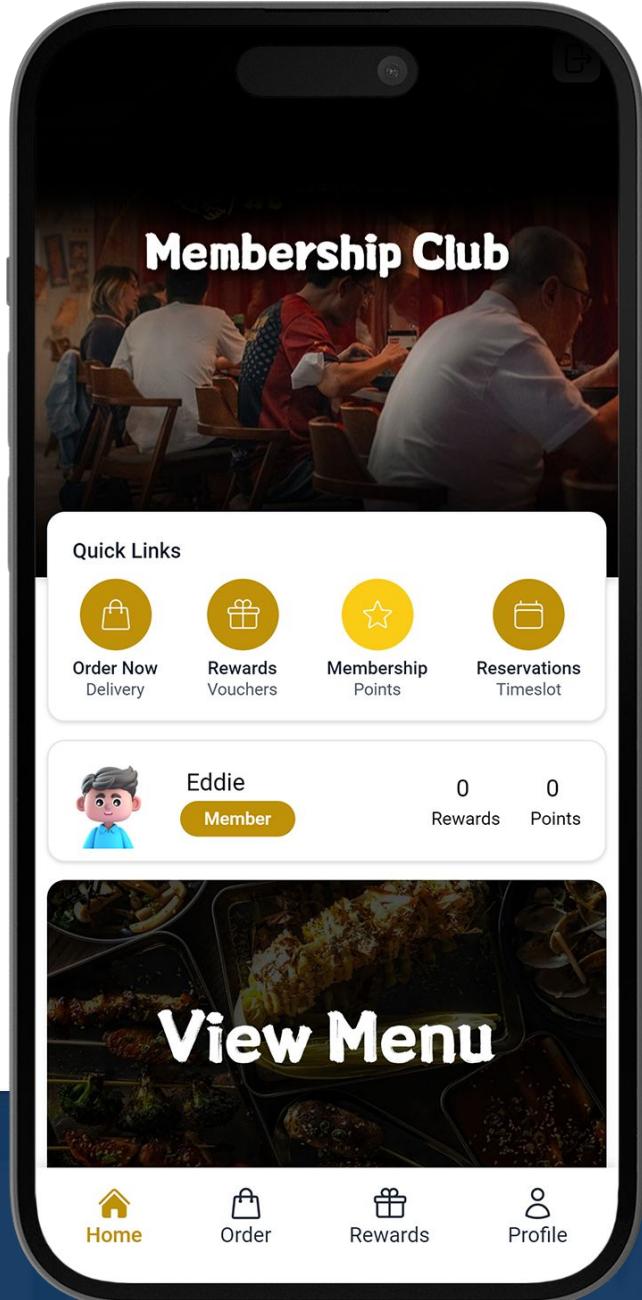
**Industry-Leading Loyalty  
Solution**

**Custom Solution  
Provider**

Pixalink isn't just building mini program for brands – We're crafting experiences that forge lasting customer connections. We are building top-tier loyalty solution for business with continuous update and enhancement. Our team have more than 8+ of experiences in building custom solutions for all kinds of retail businesses. Empowering business to boost customer retention, sales growth, gain valuable customer insights and simplify your management.

**8+**

Years  
Experience



# WhatsApp Mini Program

## Build Your Own Customer Portal

Let your customer to

Check Points

Refer A Friend

And More Features...

Redeem Rewards

Purchase VIP

P

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Reserve A Time

Join Community

I

X

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View Menu

Get Notified

L

I

N

K

Embrace the App-less Mini Program with Frictionless Access via WhatsApp.  
No Download, No Account & Password To Remember.

### JUST PHONE NUMBER TO START LOGIN

Redeem Vouchers

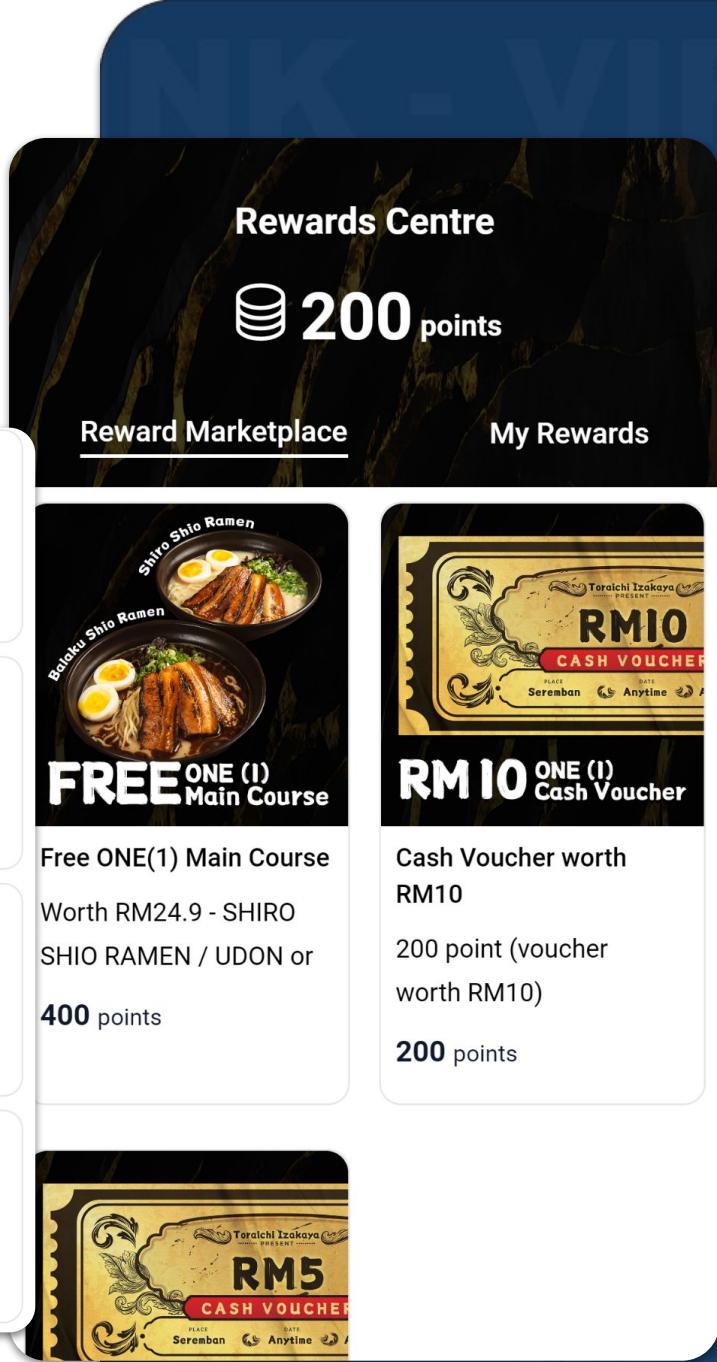
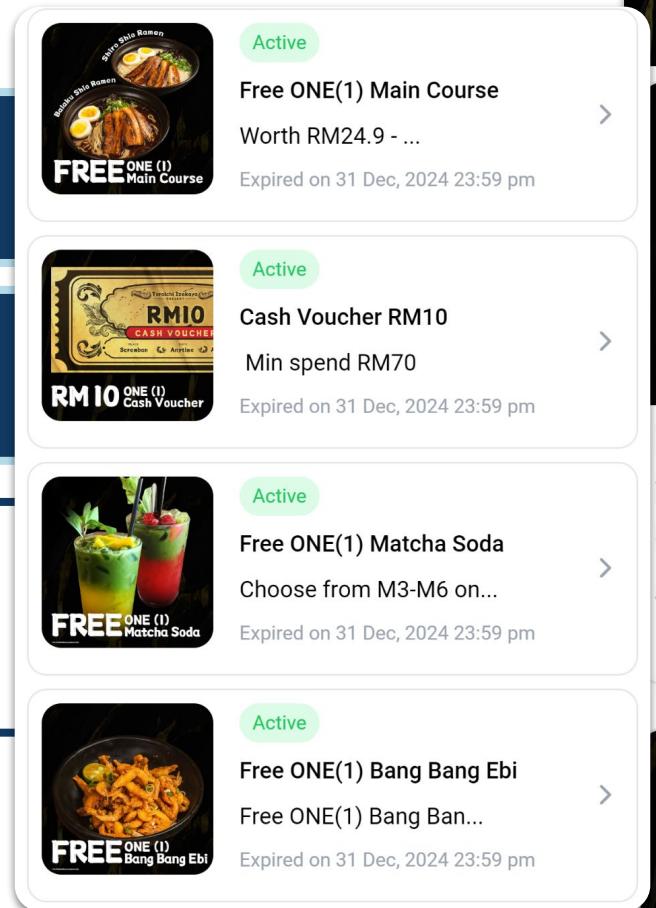
# View Rewards

Check Points

View Tickets, Vouchers, Rewards

Auto Remind Customer  
To Redeem Via WA

Track your conversion, campaign success metrics,  
understand what your customer likes.



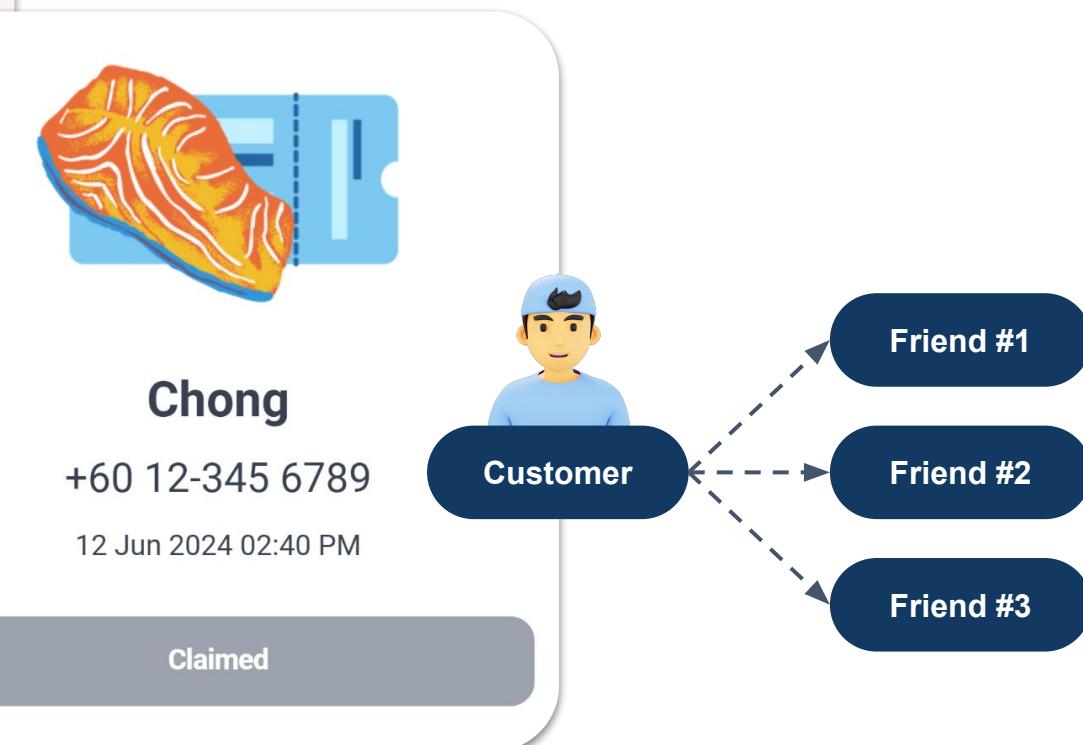
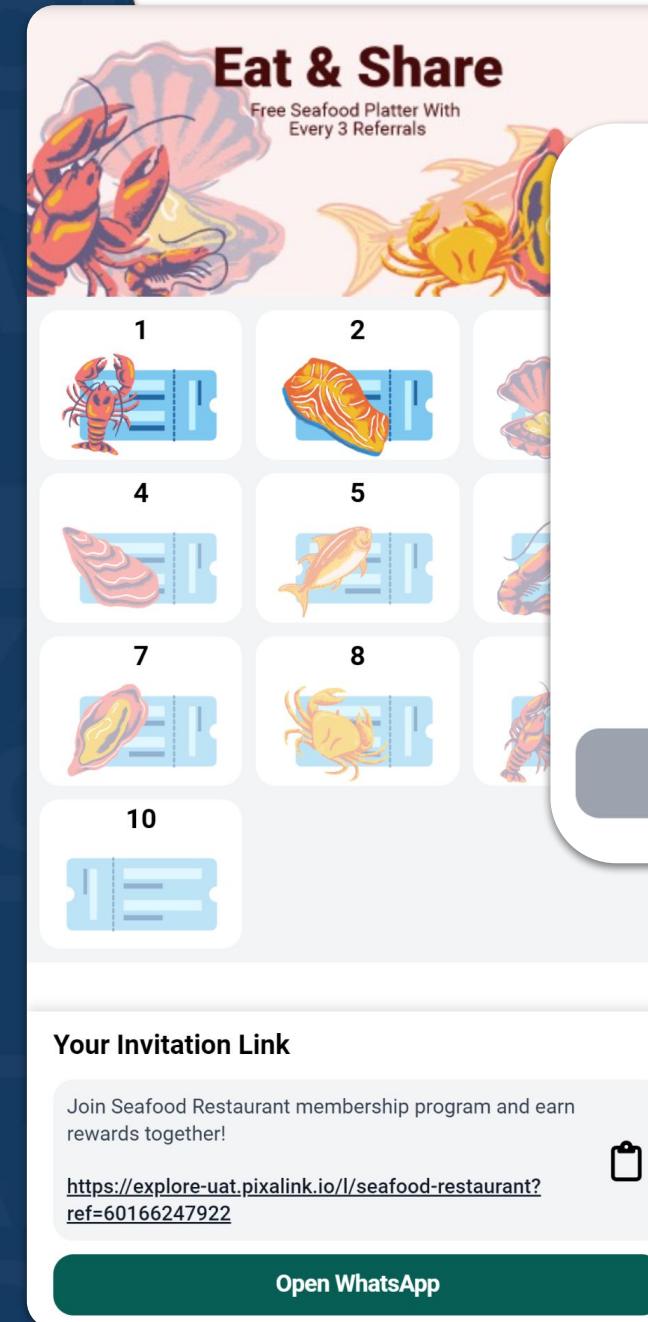
Let Your Customer Share  
With Friends

# Referral Program

Effectivel

x3

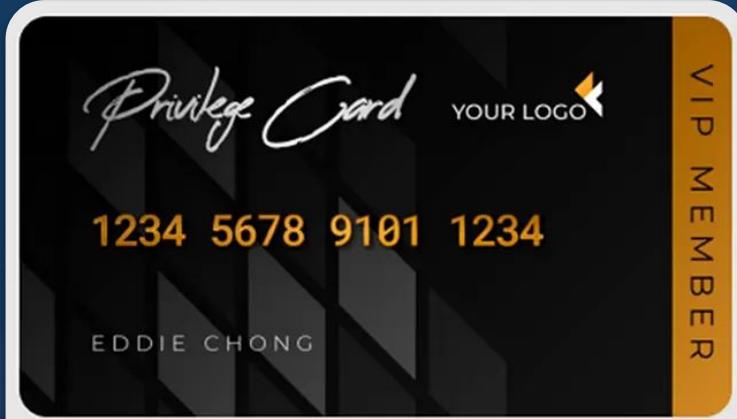
New  
Customer  
Growth



## Two-sided Rewards

**Let Your Customer Get Rewards  
& Your Customer's Friend Also Get  
Rewards**

A win-win situation for both your existing customers and their friends. Almost 90% of the referral program are two-sided rewards.



#### What's Included in the VIP Membership?



##### Exclusive Rewards

A range of special benefits and privileges, instantly get the latest promotion and rewards.



##### Special Offers On Every Thursday

A range of special benefits and privileges, instantly get the latest promotion and rewards.



##### More Points On Member's Day

Earn 2x Point for every RM1 spent

Get VIP Membership for RM39.90

Renews Annually

# VIP Membership

Turn Your Loyalty Customer to Paid Member

Digitize Your Card

Super Sticky Recurring Customer

Create Viral Challenges For Your Paid Members

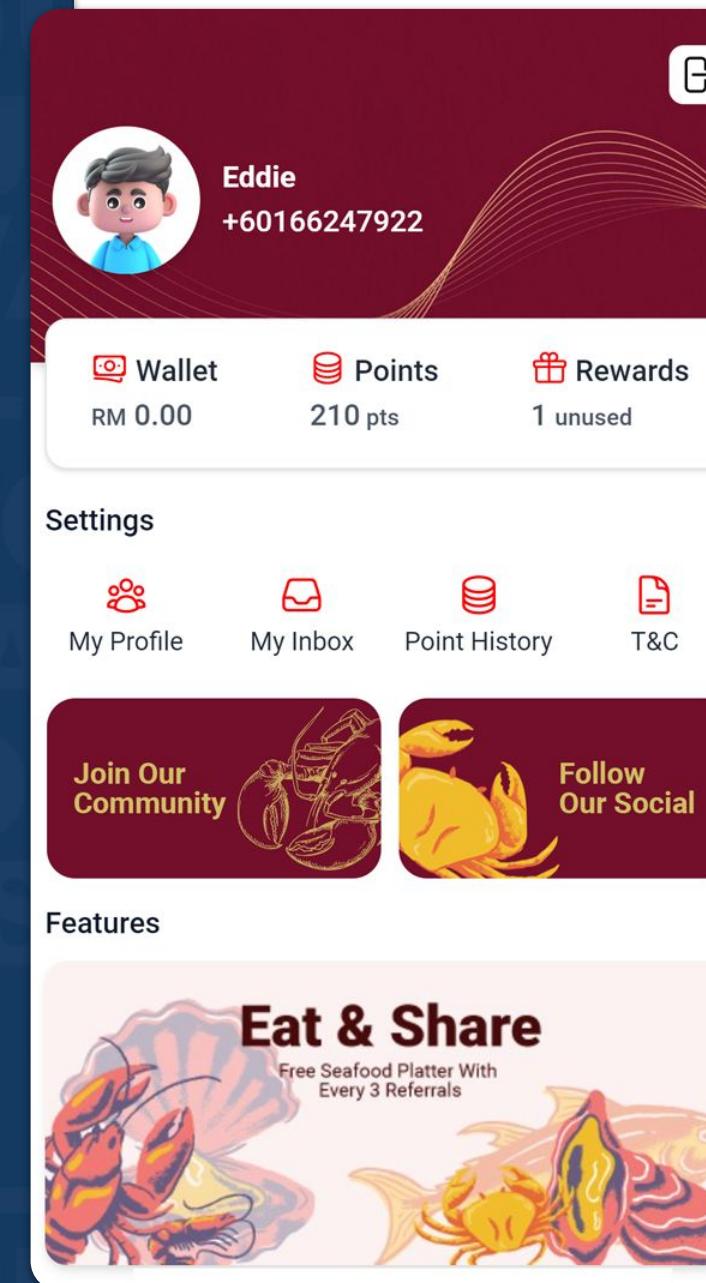
Challenge your paid members to purchase with you or come to your shop to get a SUPER gifts, or a Grand Prize.

Always Update Your Customers  
On What's New

# Join Community

Link To Your Own URL

# Custom Buttons



## Community Benefits

Inform Events, Limited-Time Gifts  
Special Deals in Community

Let your customers participate in fun challenges and giveaways to win exclusive, limited-edition gifts. A fun and interactive way to keep your community active and interested.

## Custom Buttons

Custom URLs and Links

Trigger specific actions within the portal, streamlining processes for customers. You can link to internal features, external websites, or initiate workflows.

Link Your Ordering Methods

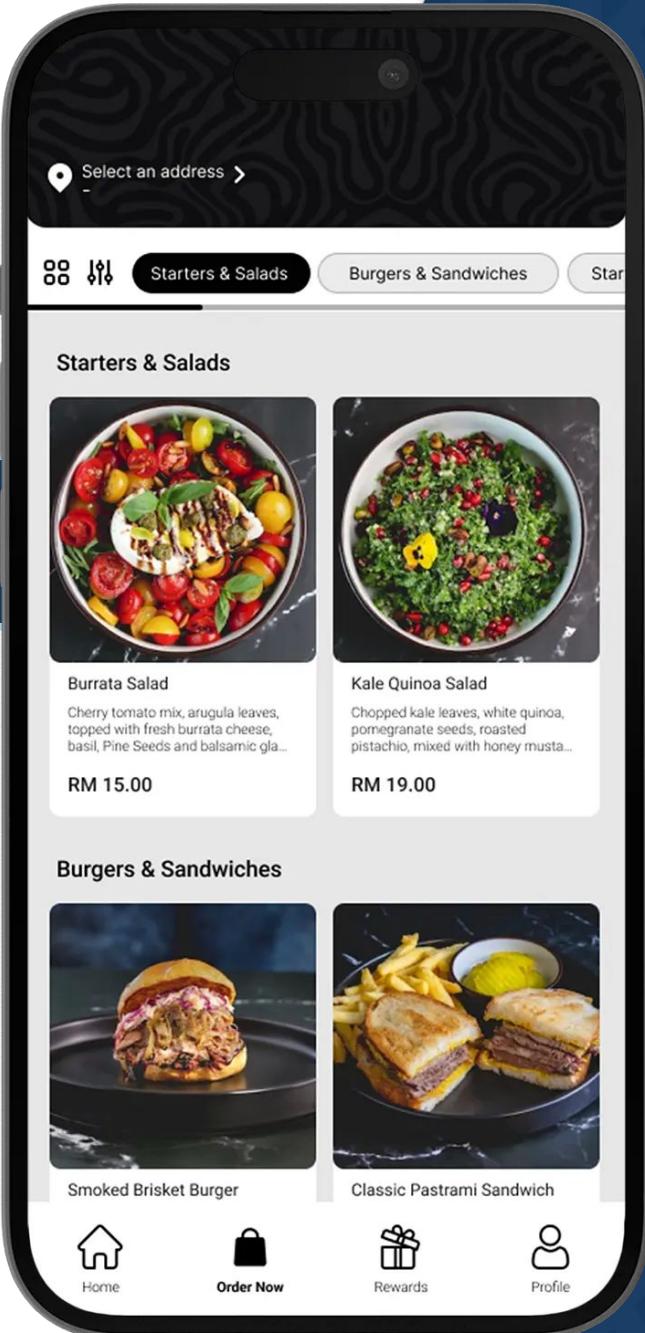
# Ordering



## Order From Existing Platform

**Let Your Customers Link Back To The Ordering Platform That They Are Used**

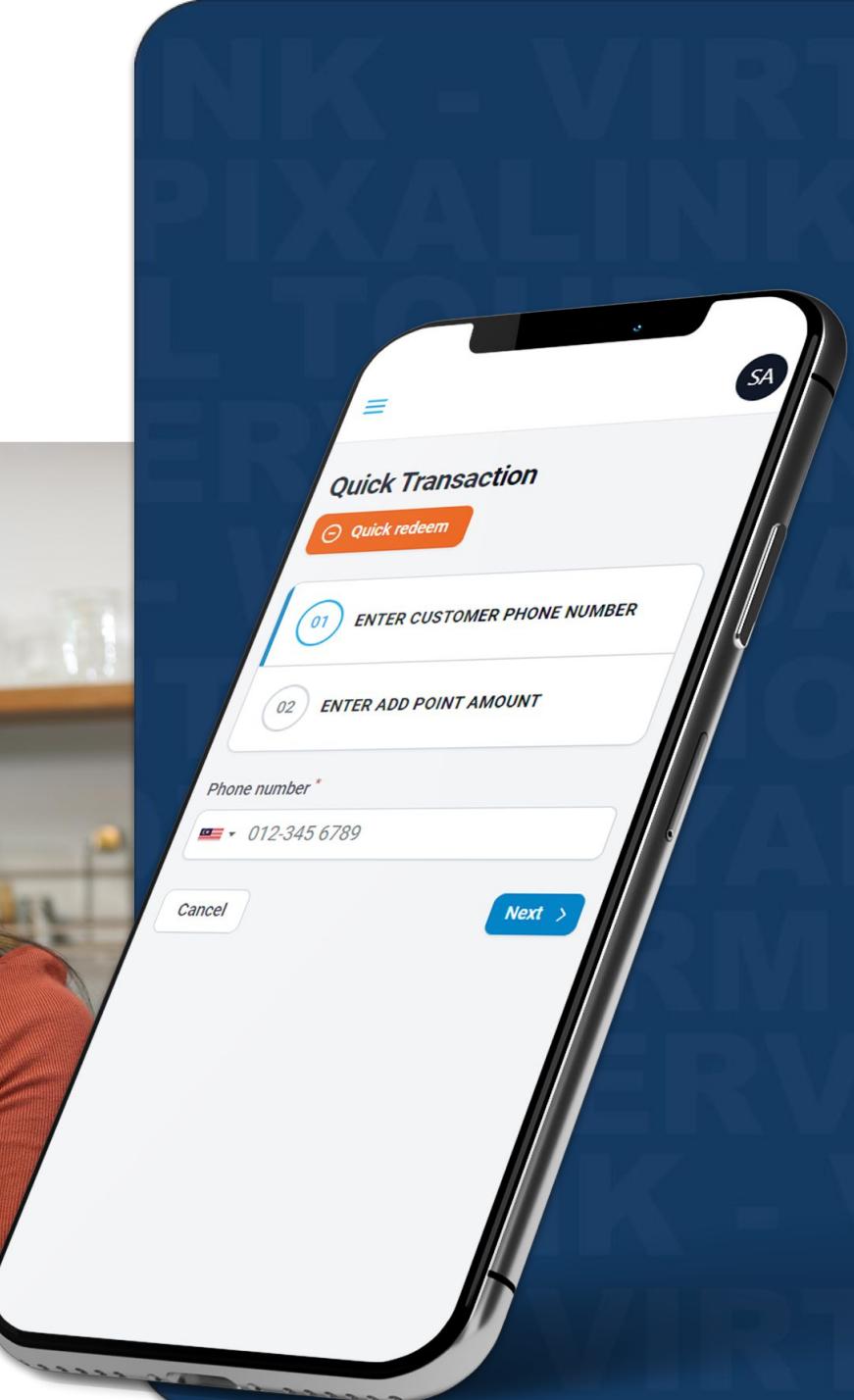
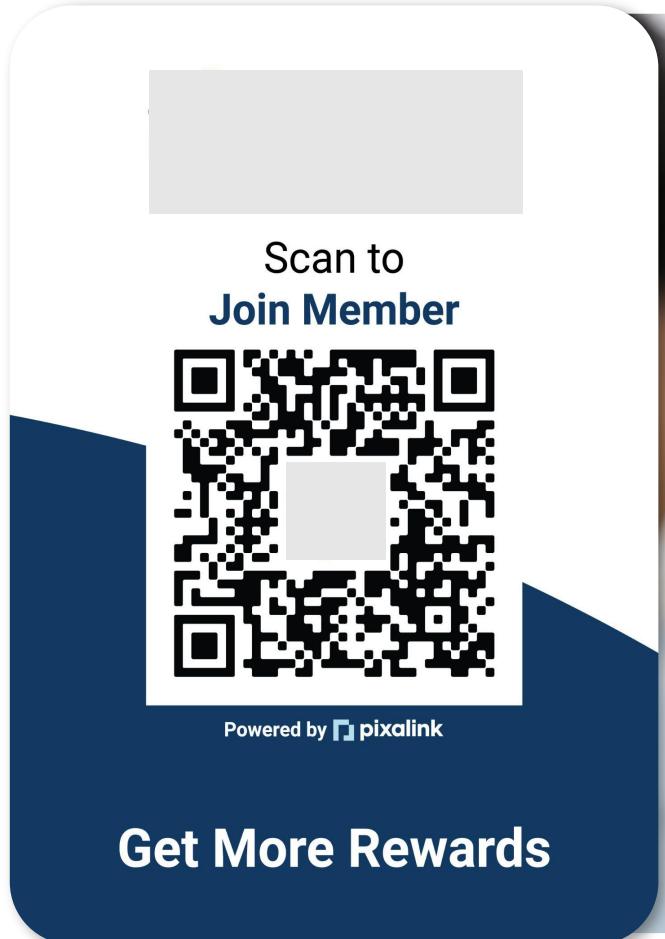
To Customers can order directly through platforms they already know and trust, streamlining the ordering process.



# 10 Seconds to Onboard A Customer

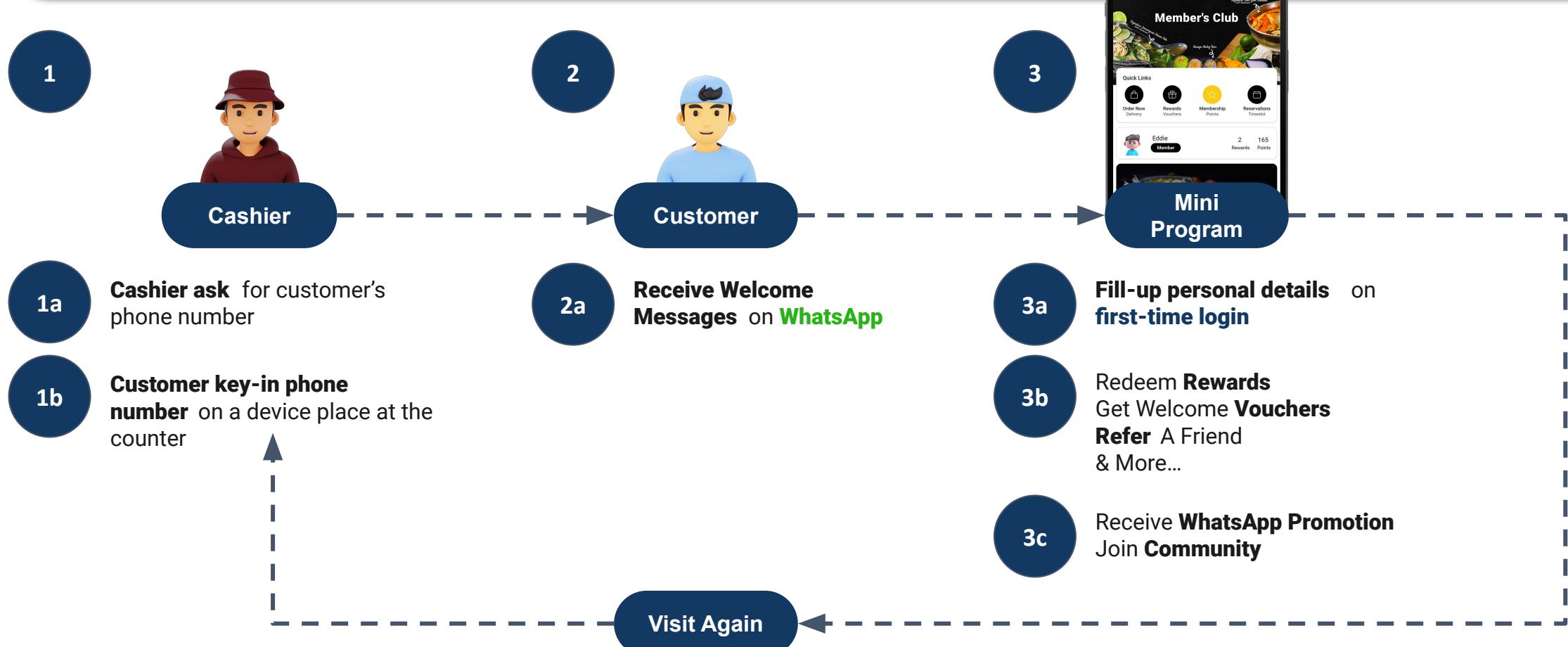
Cashier To Key-In The Customer's Phone Number

Or Scan A QR Code to Register

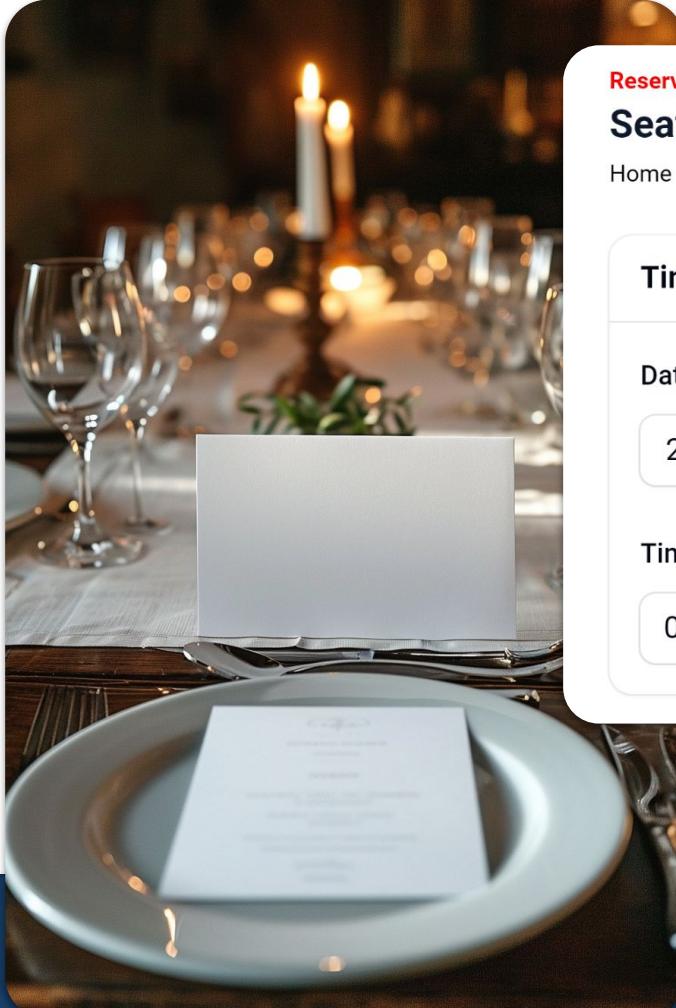


# Customer Journey With Pixalink

More Recurring Customers, More Sales



# Time Slot Reservation



Reservation

Seafood Restaurant

Home / Seafood Restaurant / Private Room

Time Slot

Date\*

23-Jun-2024

Time Slot\*

09:00 AM - 10:00 AM (10 available)

A screenshot of a mobile application interface for a seafood restaurant. The top navigation bar shows 'Reservation' and the restaurant name 'Seafood Restaurant'. Below this, it says 'Home / Seafood Restaurant / Private Room'. A large button labeled 'Time Slot' is prominent. Underneath, there are fields for 'Date\*' (set to '23-Jun-2024') and 'Time Slot\*' (set to '09:00 AM - 10:00 AM (10 available)').

## Custom Calendar

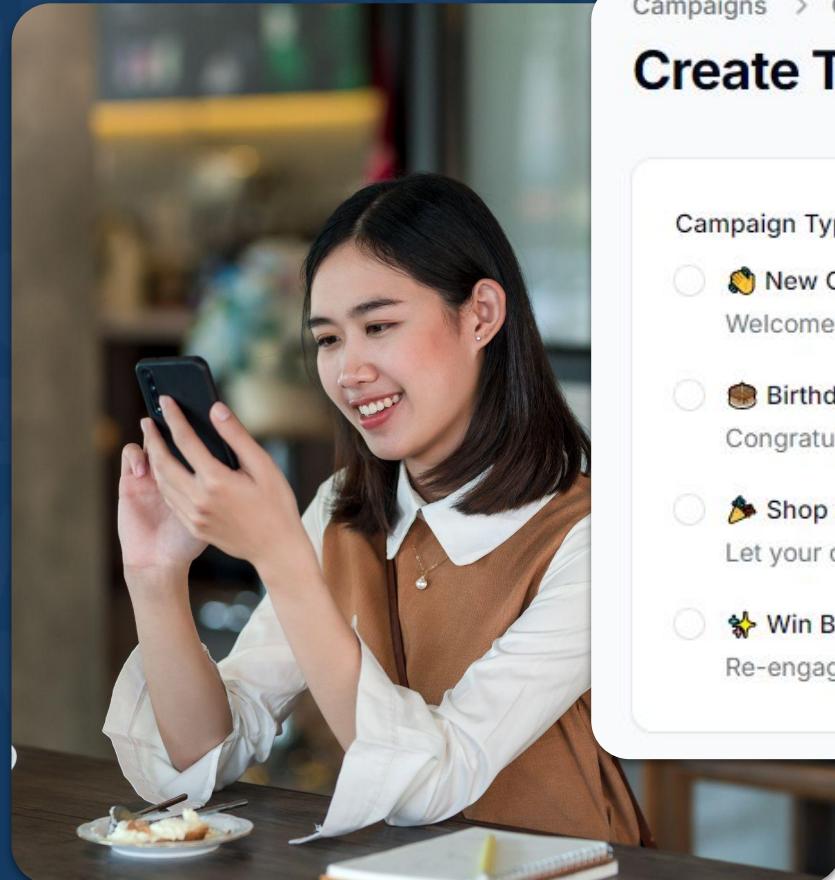
- Approval
- Customizable Settings
- Block Dates
- Remarks
- Easy Access Reservation Link

## WA Group Notification

- Remind Business About A New Reservation
- Reminder For Customer
- Confirmation Notification
- Cancellation

## Promotional Messages

# Campaigns



Campaigns > Create Tempered Campaign

## Create Tempered Campaign

### Campaign Type\*



#### New Customer

Welcome and say hi to new customer !



#### Birthday

Congratulate customer on their birthday and give them a special offer !



#### Shop Anniversary

Let your customer know that your shop is celebrating anniversary!



#### Win Back Lost Customer

Re-engage with customer who has not visited your shop for a long time.

## 2 Easy Steps

- 1. Create Campaign Details**
- 2. Schedule Or Set Trigger**

You can choose from a template or create your very own campaign that you want to send to your customers on WhatsApp.

# Targeted Campaign

## Segmented Targeting

**Tired of One-Size-Fits-All Marketing?**

Imagine reaching your ideal customer with a personalized offer they'll love. Campaign segmentation makes it possible!

The screenshot shows a digital interface for creating a targeted campaign. At the top, there's a promotional banner for a "Christmas Promotion" with "50% OFF". Below this, three targeting categories are shown: "Tags" (highlighted in blue), "Frequent.C", and "First-Time.C". The main interface is titled "Send Campaign" and is divided into three steps: 01 Campaigns & Customers, 02 Configuration, and 03 Confirmation. Step 01 is currently active, showing a "Campaigns" section with a dropdown menu set to "Christmas Promotion 2023" and a "Customers" section with an option to "Add all customers" (disabled). Step 02, "Configuration", is where the targeting is configured. It features two main sections: "Customer With Tag" (showing "Loyal Customers (4 Customers)" selected) and "Specific Customers" (showing "PixaClient (+60166247922)" selected). A large callout box highlights the "Customer With Tag" section with the text "Send to Specific Categories of People." Another callout box highlights the "Specific Customers" section with the text "Configure to Send to a Specific People.". Arrows point from these callout boxes to their respective sections in the configuration interface.

Christmas Promotion  
50% OFF

Tags Frequent.C First-Time.C

Campaigns > Create

Send Campaign

01 Campaigns & Customers 02 Configuration 03 Confirmation

Campaigns

Campaigns\*

Christmas Promotion 2023

Customers

Add all customers

Customer who already received this campaign will be ignored

Customer With Tag

Loyal Customers (4 Customers)

Select option

Specific Customers

PixaClient (+60166247922)

Select an option

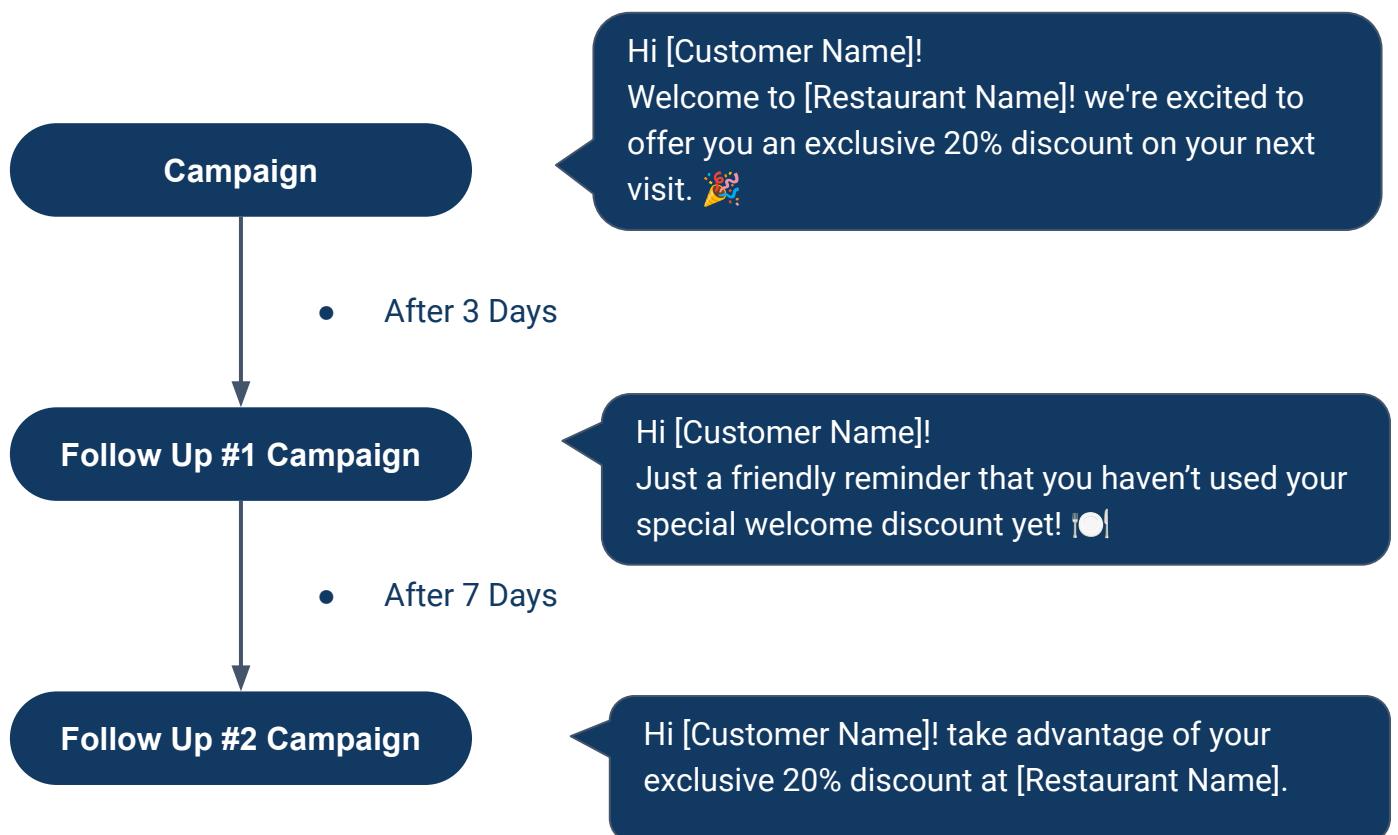
Cancel Next

Send to Specific Categories of People.

Configure to Send to a Specific People.

**Customer Always Forget?**

# Follow Up With Your Customer



## Post-Purchase Follow-Up

## Service Reminder

## Voucher Expiry Reminder

## Feedback

# Our Clients Review

4.8+

Google  
Review



"Been with them for almost 2 years, they are incredibly responsive and dedicated, going the extra mile for clients."  
by Syed, Tim Hortons

"Professional team that really put effort into helping our restaurant to look better in taking our brand to another level"  
by Rudy, Torachi Izakaya



worq "At first I was a bit worried because their team are young, but after seeing results and effectiveness, I'm reassured that they are indeed professional in what they do"  
by Poh, Worq

... & More

Three screenshots of the worq software interface. The first shows a career path visualization with three people on a podium. The second shows an employee development section with text about goals and rewards. The third shows a reservation system interface with various buttons and a calendar.





# Join Us Together With

The Leading Hospitality & Entertainment Brands



The Peranakan  
Bangsar



... & More

# Build Your Brand With Us

Available In



## Awards & Achievements



2023  
Top 3 ASBX  
Accelerator  
Awards



2024  
Top 12 MYSTARTUP  
Pre-Accelerator  
Awards



## As Seen On & Supported By:

MYSTARTUP



KEMENTERIAN SAINS,  
TEKNOLOGI DAN INOVASI  
MINISTRY OF SCIENCE, TECHNOLOGY AND INNOVATION

Cradle

— Creating. Leading. Startups. —

MDEC™

GrowthCharger

NEXEA

MRANTI



DNA

DIGITAL NEWS ASIA  
Your Eye on the Tech Ecosystem

SOMONEWS  
business media platform

CITIZENS JOURNAL

A.P.U  
ASIA PACIFIC UNIVERSITY  
OF TECHNOLOGY & INNOVATION

VRITIMES

AsiaTechDaily

23<sup>rd</sup>  
PEOPLE | LEADERSHIP | INNOVATION  
BUSINESSTODAY



# We Care About Your Data

**Data privacy is our top priority**



## **Security Audit & Penetration Testing**

by FSEC, Asia Pacific University

(Top Cyber Security University in Research & Corporate Services in Malaysia)



## **Non-Disclosure Agreement (NDA)**

by Pixelink

Based on the amount of data committed we able to request to sign an NDA for data privacy protection.



# *Our Ecosyste m*



**38.5**

Website  
Traffic

**100+**

Virtual Tour

**24**

Partners

**3**

Platforms

**University Consortium**

**Tech Talents**

**Guided Directory**



Book A Demo

# Join Us Today!

pixalink



<https://wa.link/2kjo60>

016-624 7922

info@pixalink.io

Pixalink Sdn. Bhd.

## Making Your Customer Engagement Easier Than Ever Before

The image shows a woman smiling at a coffee shop counter. Overlaid on the image is a mobile application interface. At the top right, a blue banner reads "WhatsApp Notification" and "AI-Powered Campaign". Below the banner is a circular profile picture of a person with the letter "E" in it, followed by the phone number "+6012-1231234" and the name "Elsa Chang". A green circular icon with a checkmark and the text "+68 points Collected" is shown below. At the bottom of the screen are three buttons: "Redeem", "Tags", and "Store Credit".