**Product:** Enriching Merchant Customer Interaction by providing the customer with a central management console for managing & using all deal/offers/ merchant–point-cards/ coupons provided by digital and non-digital merchants and at the same time facilitate merchant to merchant business interaction.

**Non Digital Merchant Use Case:**

* Merchant has got an account on your web app
* User goes to the merchant buys something, and let’s say the merchant

wishes to offer some incentive on some condition (shopped > Rs 1000 )

* The merchant logs in to your web app which takes him to a content management system (CMS) and then the merchant

1. Generates a new offer/deal of his own business for the customer

with a unique Identification code and enters customer’s phone number &

email ID against that generated offer.

OR

1. Creates a account for customer specific to the merchant account and

adds points based on the purchase, the customer will have a unique id

for the merchant.

OR

1. Generates a new offer/deal of another business for the customer

with a unique Identification code and enters customer’s phone number &

email ID against that generated offer. (Business to business tie up scenario)

Now the customer will have a view of all

1. Offer/deal :- offers generated from digital merchants

:- offers generated from non digital merchants

+ Customer gets Notification for offers

+ Customer may share his offer with another fb friend and the merchant

gets notified of sharing and this way merchant adds another prospective

buyer (not-just-a-fan) ) to his portfolio

+ Customer may share his offer with multiple friends

+ Customer in the possession of the offer could simply use/redeem the offer

With the help of the code.

+ user will be notified of the offers he possesses by SMS , Email, android apps the iPhone apps.