

GOLDEN BROWN

# FALL '19

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PRODUCT RELEASE BROCHURE

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**antavo**  
loyalty programs for retail

# EXECUTIVE SUMMARY

Stationary retail is increasingly under pressure from eCommerce - which is more convenient, personalized and immediate. To effectively counter this, you must offer special experiences and in-store personalization. But to deliver these in a truly amazing way, it's essential to ensure that customers identify themselves as early as possible.

We created a hardware-software solution - called the Loyalty Experience Kiosk - that serves as an engagement hub with Apple & Google-supported NFC technology, facial recognition, and various customer retention features.

## In which areas does the Kiosk help your business?

- Customer identification
- Connecting offline & online interactions
- Increasing sales
- Personalization
- Gamified engagement
- Encouraging the creation of user-generated content

***“In the 21st century, tech-loving customers expect efficiency and convenience from the very moment they enter your store. This is a challenge that only the best of the best can overcome, and we know how to help you with that.”***



**Attila Kovacs, Product Director at Antavo Loyalty Management Platform**

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# MEET THE LOYALTY EXPERIENCE KIOSK

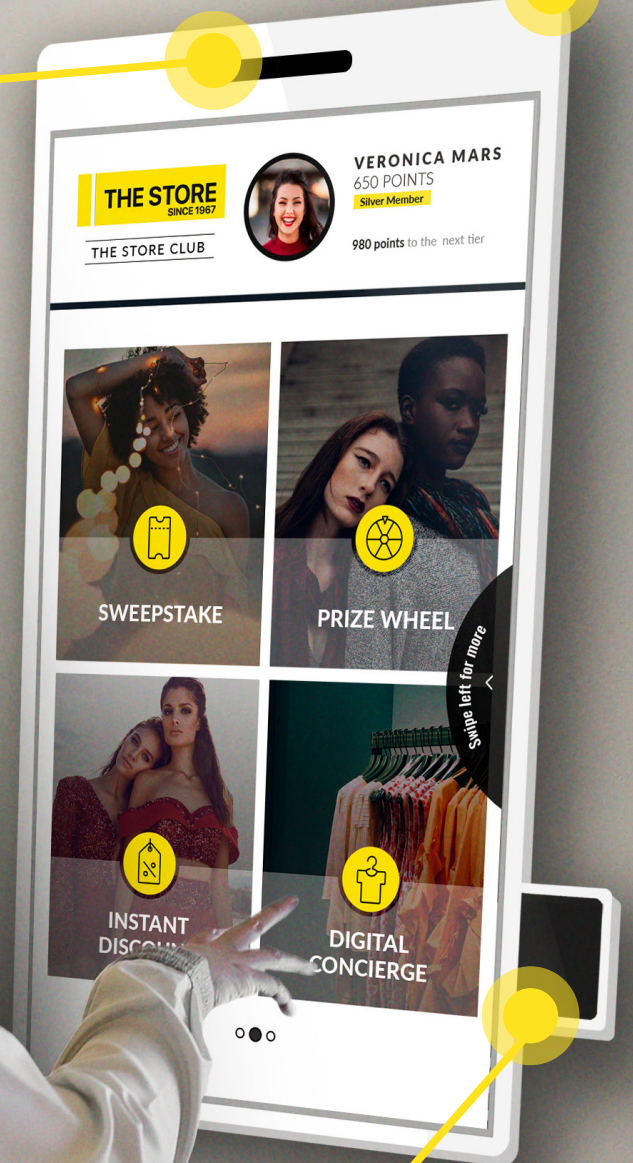
Hand-crafted by Antavo itself, the Loyalty Experience Kiosk is a fun and exciting physical touchpoint your customers can engage with while shopping in the store. The device sports a **22-inch touchscreen**, capable of facial recognition and one-touch enrollment via Apple & Google-supported NFC technology.

**Installed in the middle of the store or mounted on the wall, the Kiosk acts as a gateway the customers can use to access their loyalty program profile and to engage with various store-exclusive features.**

22-inch multi-touch screen

Triple-cam facial recognition

NFC reader



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# BOOSTING IN-STORE ENROLLMENT & IDENTIFICATION

In most cases, in-store customers disappear without leaving their contact information, preventing you from following up with newsletters and personalized messages.

THE STORE  
SINCE 1967

★ THE STORE CLUB ★

Sign up with your email  
to get your welcome gift.

Name

Email address

SIGN IN

Already a member? [Sign in here](#)

NFC

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# SEAMLESS LOGIN PROCESS



Today's customers want swift, zero-friction interactions. To make sign-in as painless as possible for existing loyalty program members, customers can choose from 3 different login mechanisms:



## QR code scanning:

Simple yet effective, loyalty members can log in by getting their unique QR in the mobile pass scanned by the device.



## Facial ID (optional):

Customers who enable facial login just need to stand in front of the kiosk to sign in. On top of that, we added a PIN code system as an added layer of security.



## NFC:

The NFC login through Apple or Google Wallet is the quickest and easiest, as people only need to touch their phone to the NFC reader.



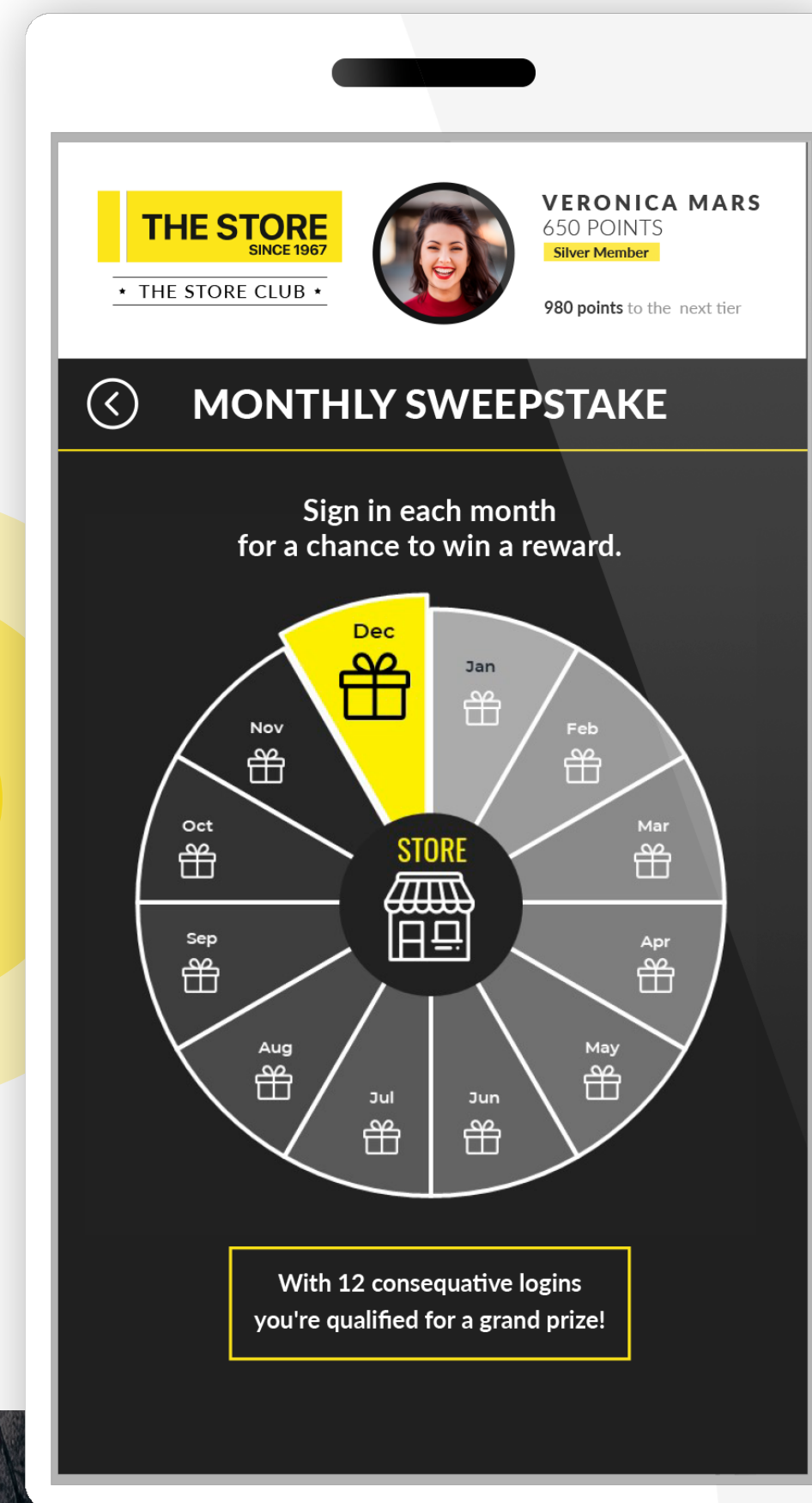
# BUILD HABIT-FORMING IN-STORE EXPERIENCES

We wanted a feature that encourages customers to visit the store at least once a month, thus building a habit.

The Sweepstake offers a monthly prize pool where a selected few win something valuable. **Contestants can only enter through the Kiosk, however.**

The store-exclusive sweepstake also gives you the opportunity to create short videos of the winners and share their reactions on social media to gain virality.

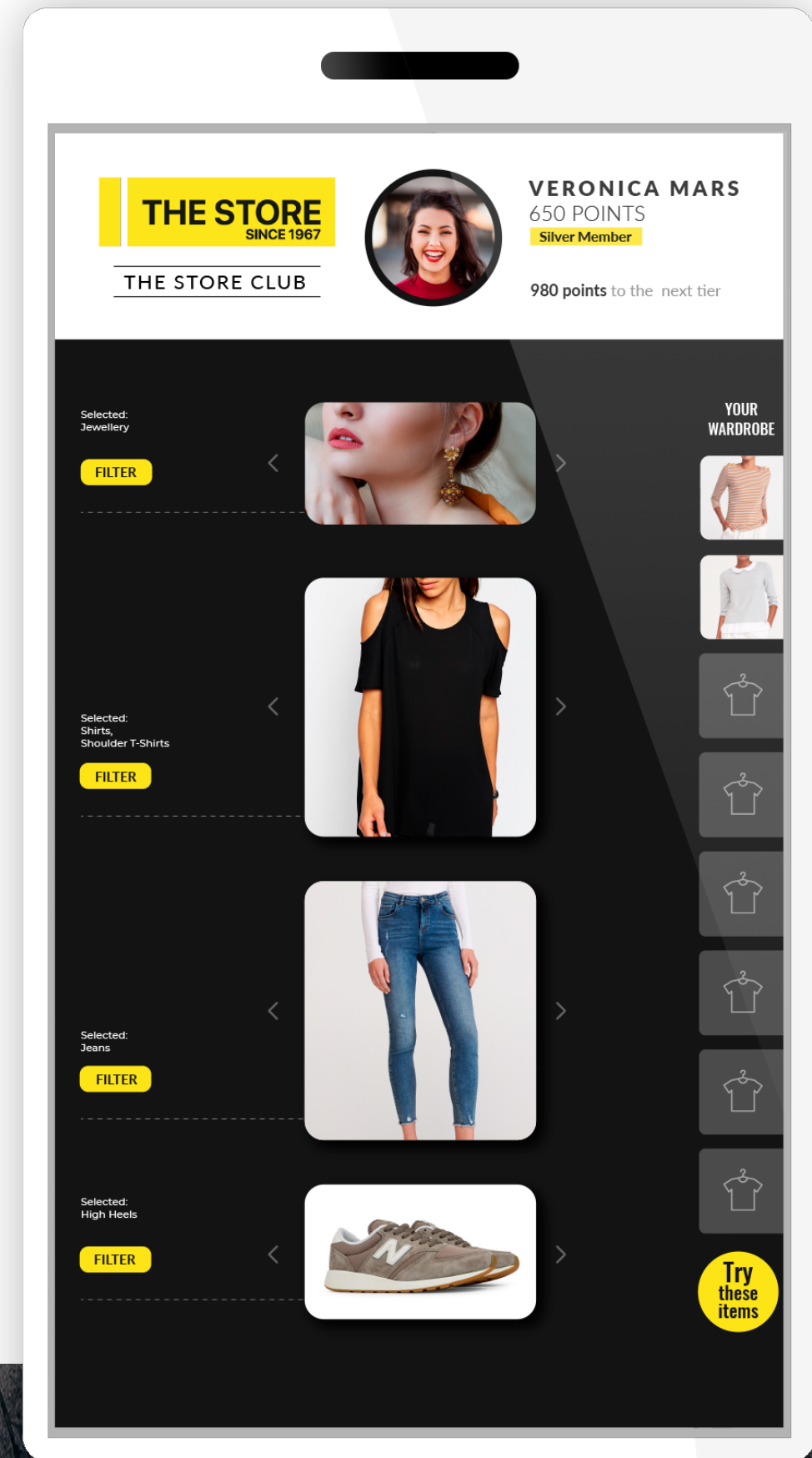
**This habit generates high footfall and ensures the Kiosk stays relevant.**



# GRANT RELEVANT ADVICE THROUGH THE DIGITAL CONCIERGE

The Digital Concierge is a virtual stylist assistant that shows a real-time, interactive product catalog to customers by dynamically filtering your inventory:

- The easy-to-use, large-screen interface allows shoppers to conveniently browse through the available products, encouraging them to experiment with their look and discover matching items.
- The preferences they set using the concierge can be added to the customer profile system to help improve your future customer engagement strategy.
- After finishing their selection, members can notify the shop assistant, who can aid them in various ways - e.g. gathering the clothes and bringing them to the counter for pick-up.





# CREATE A SENSE OF THRILL WITH THE PRIZE WHEEL



Invite customers to spend loyalty points to spin the Prize Wheel and unlock store-exclusive rewards. Once the results are revealed, the reward is automatically shown on the user's phone, which they can use to redeem the gift at the counter.



Such mechanics are attractive to Generation Y & Z customers, who enjoy the thrill of risking their points for the opportunity to earn bigger benefits.



The Prize Wheel can also be used as a welcome screen, prompting guest shoppers to enroll in the program.

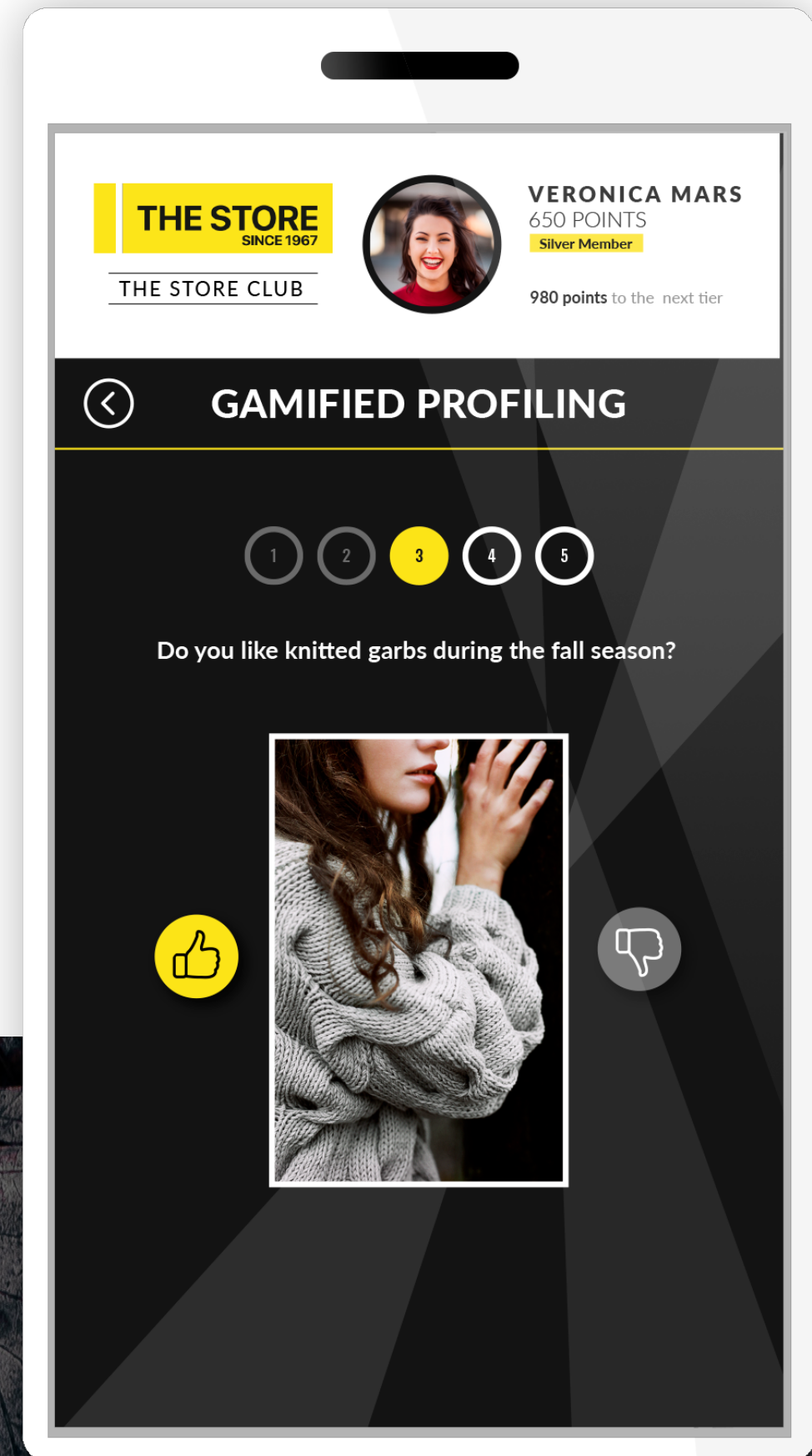


# LEARN MORE ABOUT CUSTOMERS VIA GAMIFIED PROFILING

The preferences of visitors, customers, and loyalty program members are often a mystery, making it difficult to give them personalized recommendations.

The **Gamified Profiling** function allows you to **be extra relevant by collecting any information you want**, including the customer's favorite color, preferred brand, personal style, etc. And by adding a small benefit clients will complete these actions again and again.

Gamified Profiling also makes up for the simplified enrollment process, incentivizing members to complete their loyalty profile with further contact information, full name, and other important details.



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# GUIDING CUSTOMERS WITH A TREASURE HUNT

The purpose of a Treasure Hunt is to bring people's attention to freshly released products or inventory that you'd like to mass-sell, in a gamified way. Treasure Hunts consist of multiple missions – or challenges – that can follow a common theme or be completely separate.

## Step 1 ●

Customers receive a clue that describes the product they need to find.

## Step 2 ●

After finding the right product, participants have to scan the barcode with their phone.

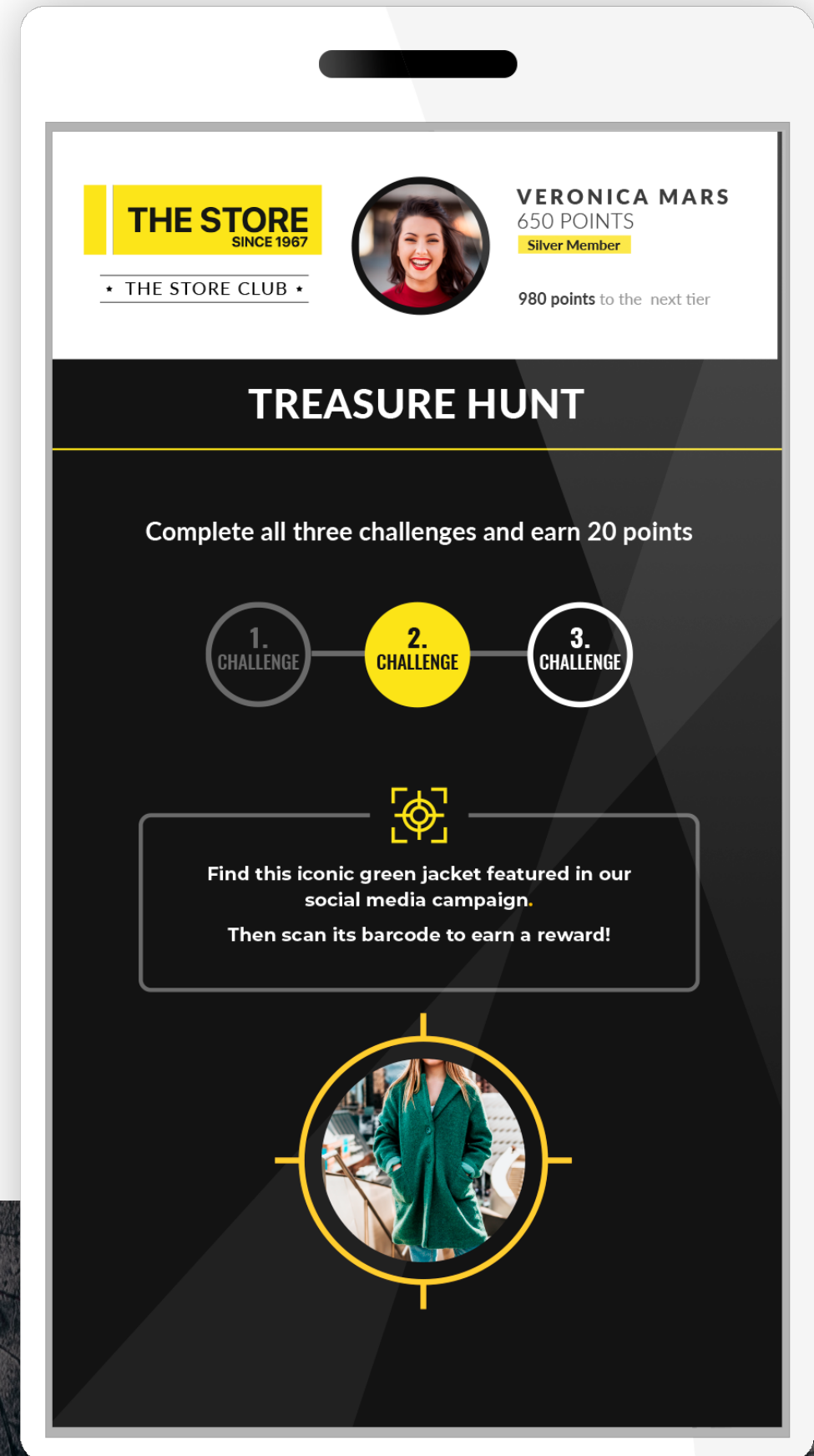
## Step 3 ●

Customers are asked to return to the Kiosk and start the next challenge.

## Step 4 ●

When all missions are completed, they become eligible for a reward.

The Treasure Hunt is a highly engaging experience that can be tailored to each customer segment. It also prompts them to explore priority areas.

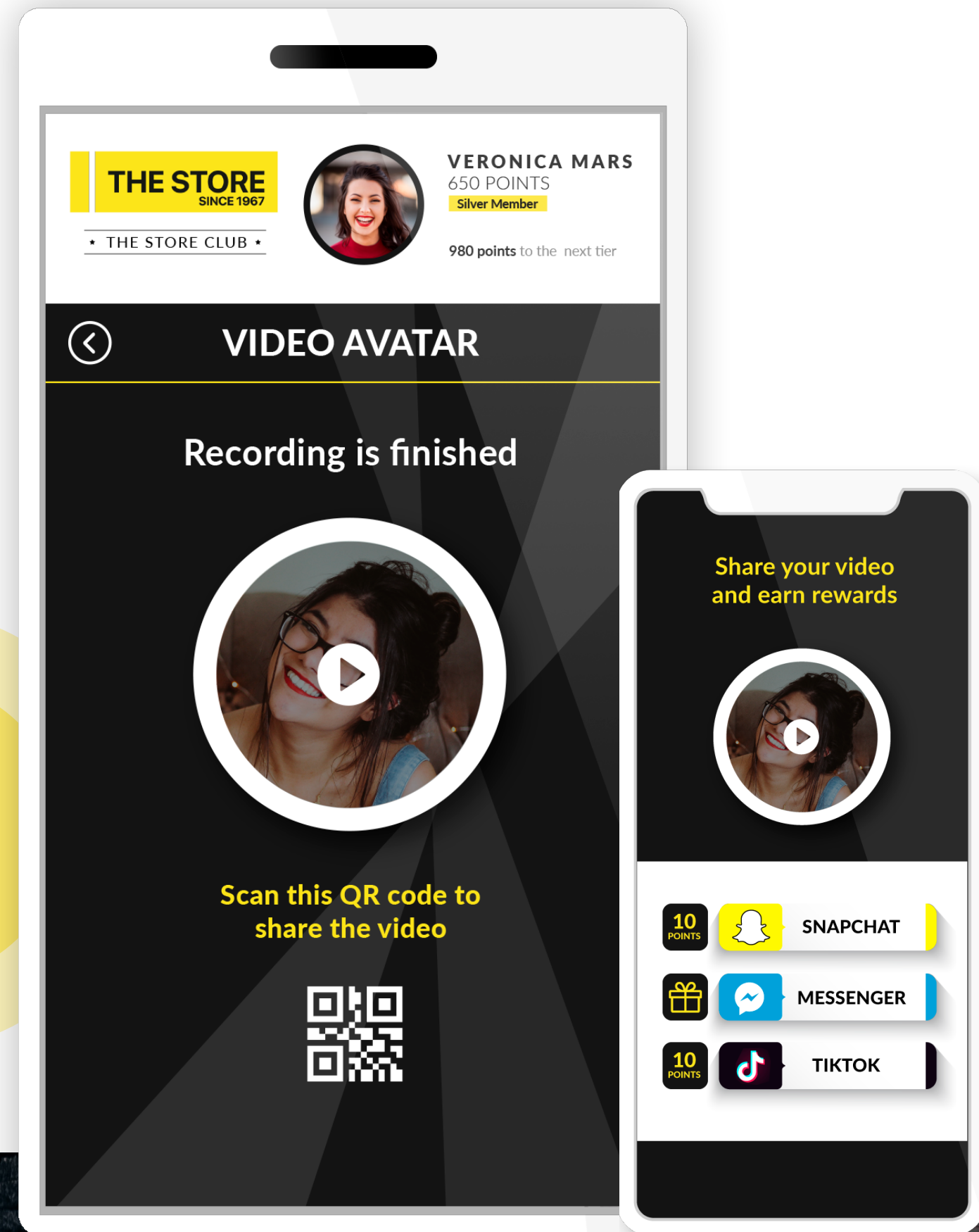


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# GO VIRAL THROUGH VIDEO AVATAR

Every business wants to know how to get Millennials to speak about their brand. With the Video Avatar feature, members can shoot a few seconds long branded video while in your store.

*The recording can be repeated at will, and a pop-up message appears after picking the final video, telling users to share the video for further benefits.*



# NO LOYALTY PROGRAM? LAUNCH WITH A PERKS PROGRAM



The Loyalty Experience Kiosk can help you maximize the potential of your loyalty program inside a brick-and-mortar environment. Still, the device can be introduced to the public even if you don't have a program of your own.



**Instead, start with a Perks Program:** it's a basic reward program that supports brand building and only takes a couple of days to launch - because it doesn't require deep integration. This approach grants loyalty benefits unconditionally to all members, generating emotional attachment and more recurring purchases.





**INTERESTED IN ENTERING THE NEXT ERA OF CUSTOMER LOYALTY**  
OR JUST SEEKING TO LEARN MORE ABOUT SUCCESSFUL CUSTOMER  
RETENTION STRATEGIES?

**CONTACT ANTAVO**  
*and get in touch with our experts!*

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**DEMO**

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