

# Mobile Solutions

Angoss mobile solutions increase customer engagement for your incentive, loyalty and gift card programs. The mobile solutions suite extends web functionality with applications for the iPhone, Blackberry or mobile web browsers to increase brand loyalty and grow sales.

Customers are now able to view their balance, see the latest offers and locate and find directions to the nearest store. QR and bar codes can be used to make redemptions and payments from within the mobile application.

Marketers gain access to their own management dashboard and reports to measure key success metrics such as customer locations, adoption rates and a list of transactions. With this understanding of customer behaviour, better decisions can be made on where to locate the next store, which best offers to send and where to focus your marketing efforts.

Angoss mobile solutions are easily customized for seamless integration into existing programs to provide customers with a broad set of features to help you increase store traffic and sales.

## Sales Incentives

Are you having a hard time gaining access to channel sales representatives and providing them with the motivation to meet their sales targets?

With Angoss mobile solutions you can optimize individual sales performance with reward-based incentives that are redeemable for rewards. With a mobile solution you can focus your sales

team on specific products, services or promotions and motivate them to outperform - regardless of their location.

Sales representatives can use the mobile application to check their points balance, access the latest sales incentives and redeem points for rewards directly from the mobile application.



## Loyalty

Use the loyalty engine and rewards catalogue, or integrate the application with your existing loyalty program to give customers more options to participate and engage with your products.

Angoss mobile solutions extend your loyalty program by offering customers an engaging alternative to plastic payment and loyalty cards.

Customers can check their account balance, view the latest promotions and find directions to the nearest store.

## Gift Cards

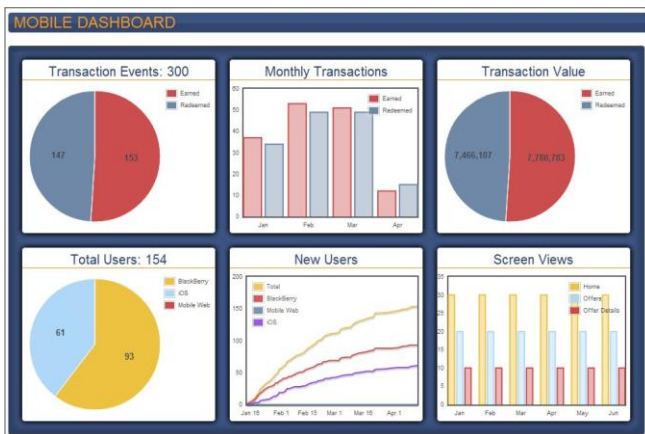
Global consumers spent \$162 Billion dollars in 2010 with their mobile phones, and are expected to spend \$984 Billion by 2014.

Angoss mobile gift card solutions allow your customers to leave their wallets at home and use their mobile phones to check their balance, reload their card, locate stores, receive and view the latest offers and pay for goods by simply scanning their mobile phone at checkout.

## Reporting and Analytics

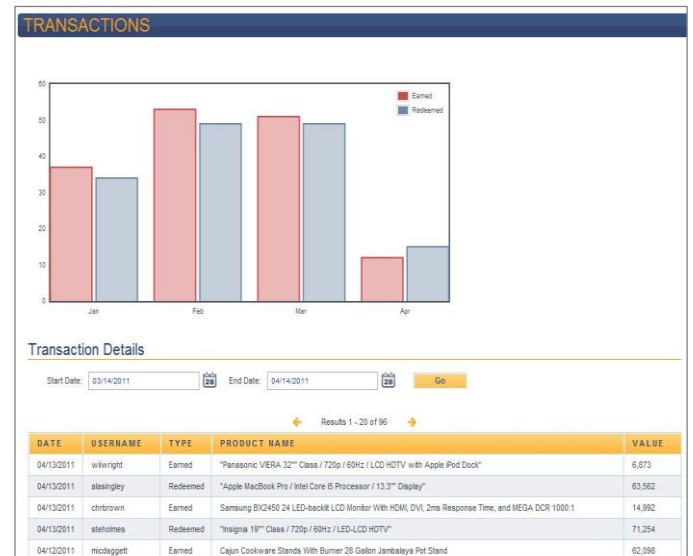
With a deeper understanding of customer and sales channel behaviour along with offer performance you can better plan and optimize future initiatives to increase customer engagement and grow sales.

A reporting dashboard presents marketers and sales management views into the performance of each program to see how customers and sales representatives are interacting with the mobile applications.



Understand how customers and sales staff are using your mobile applications:

- Track the number and value of transactions over time.
- Understand where customers are located in relation to stores with a geographic heat map.
- Track adoption rates with the number of customers using the mobile application by device type.
- Measure engagement by viewing user activity by each function within the mobile application.



## Applications

Angoss mobile solutions include a number of different applications that can be combined to meet your program needs:

Targeted Offers	Send targeted offers based on location and customer profile data to increase traffic and grow sales. Offers can be pushed directly to the application or treated as an alert on the mobile phone.
Store Locator	Show customers existing stores, merchants and sponsors with an integrated, visual map so they can locate and find directions to the nearest location.
Account Balance	Customers can check their currency or points balance from the mobile application. Gift cards can also be managed including support for multiple accounts and the ability to reload using any major credit card.
Point Of Sale	Display account information such as member number and offer codes, and QR or bar codes on the mobile phone to be scanned for in-store payment and redemptions.
Transactions	Allow customers to track all of their transactions in real-time including order and delivery status and updates to points or cash balances.
Reward Catalogue	For loyalty programs with rewards, the mobile solutions support integration with an online rewards catalogue and full eCommerce functionality such as view rewards, add to cart and redeem.

## Key Features

All Angoss mobile solutions include:

Branding	Full branding control of the look and feel of the mobile application including images, fonts and colors for a seamless integration with your existing programs.
Application Programming Interface	Leverage complete APIs to extend and integrate the mobile applications with existing programs such as a loyalty engine or rewards catalogue.
Reporting Dashboard	View offers and program performance such as adoption rates, location and mobile application activity and transactions.
Platform Support	Applications deployed to the Apple App Store, BlackBerry App World and a mobile website for web browsers.

## About Angoss Software

As a global leader in predictive analytics, Angoss helps businesses increase sales and profitability, and reduce risk. Angoss helps businesses discover valuable insight and intelligence from their data while providing clear and detailed recommendations on the best and most profitable opportunities to pursue to improve sales, marketing and risk performance.

Our suite of desktop, client-server and in-database software products and Software-as-a-Service solutions make predictive analytics accessible and easy to use for technical and business users. Many of the world's leading organizations use Angoss software products and solutions to grow revenue, increase sales productivity and improve marketing effectiveness while reducing risk and cost.

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