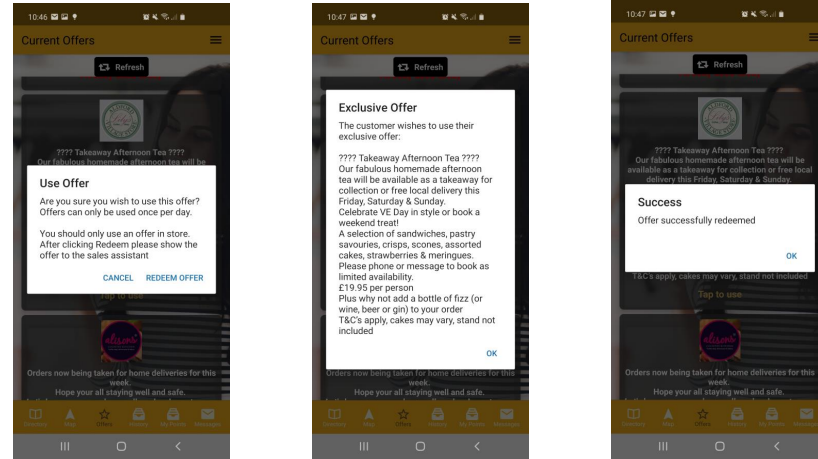




Entice, engage and excite your customers.

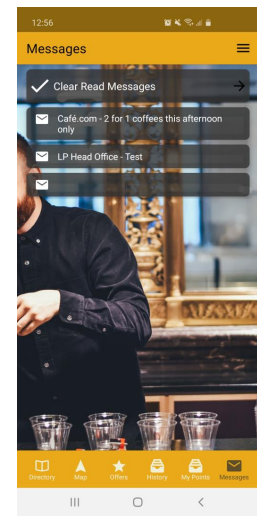
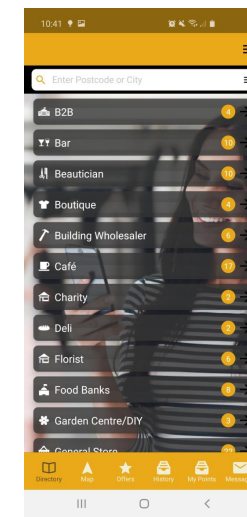
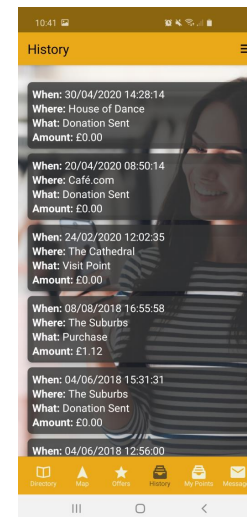
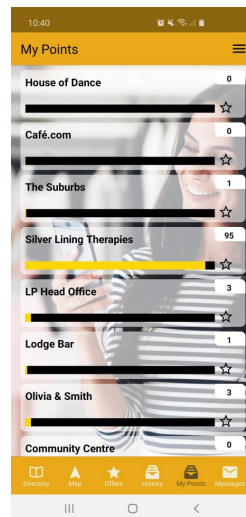
The Community scheme app - sample screen-shots

Your own community app available in the app stores....



....incorporating community and trader branding, and synced to a community website...

...with the traders having the choice of rewarding with offers or points...
....or both!

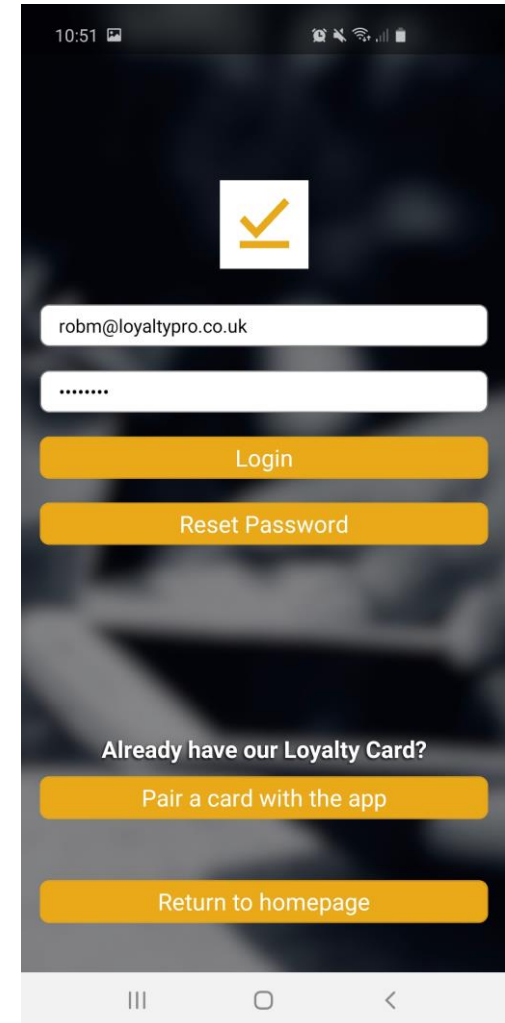


Login

Members register online on a web page we provide for your website and download the app from the Google Play or the Apple App store. With Loyalty Pro you can opt for a hybrid scheme - allowing your members the choice between the app or a physical card, with a simple migration path between the two. Or you can go app only.

For Security, your customers receive their login details via a text message, & to the email address they registered with.

The look and style of the app will reflect your community branding.



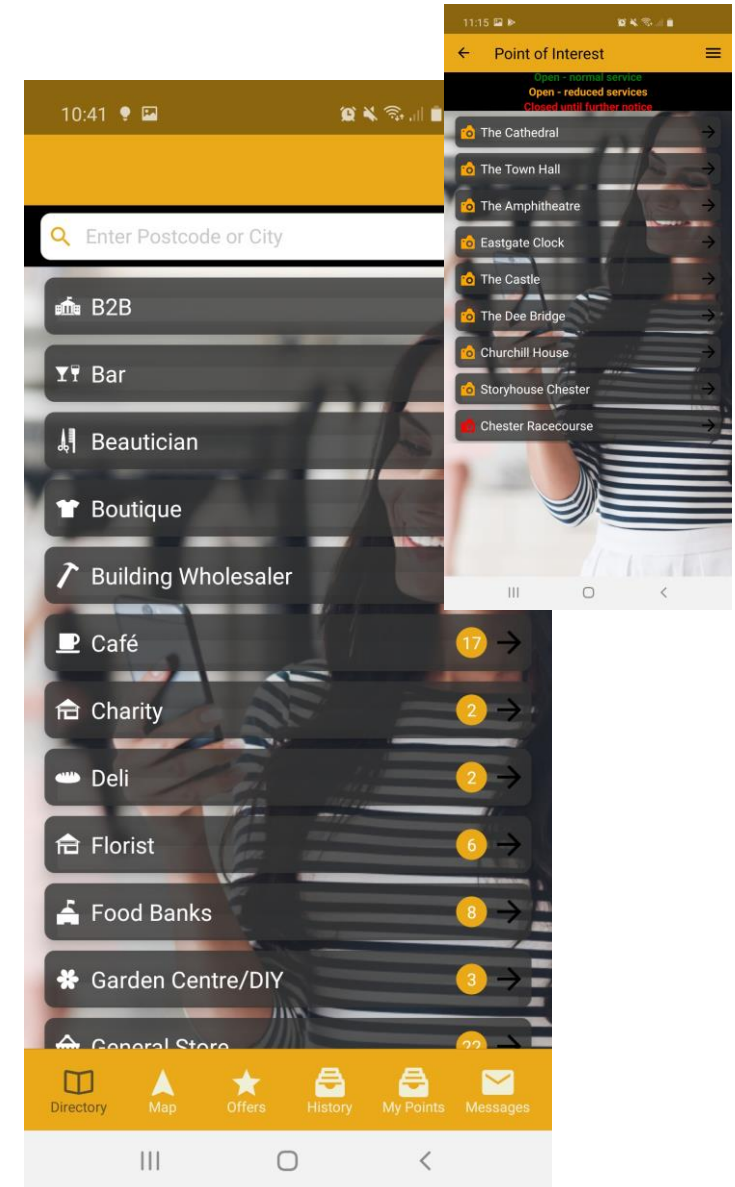
Directory

The directory enables members to find a venue in the sector they are looking for.

The number value is the total number of venues in the sector. Clicking on the sector lists the venues.

Clicking on a venue takes you to the detail page for the selected venue.

There is also a section for places of interest, linking to some info on the attraction. Giving the app some additional value for the visitor/tourist.

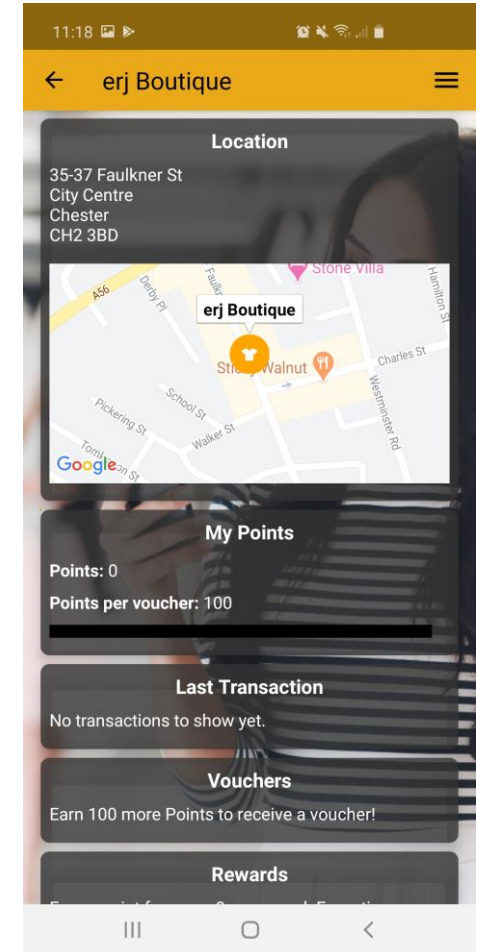
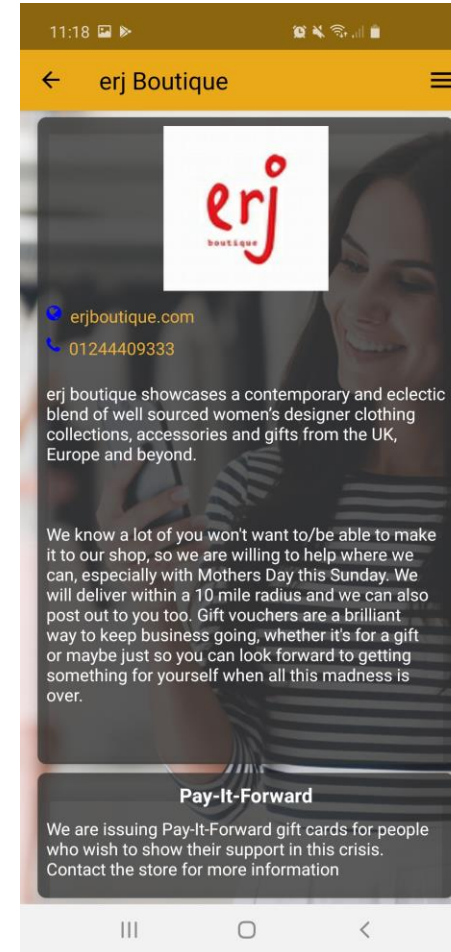


Venue Detail

Clicking into venue detail displays the venue address together with a map showing the location.

Current Offers, current points, and valid monetary vouchers are displayed by scrolling down.

Venues can have additional, individual terms or benefits, these would be listed here.



Coronavirus version additions

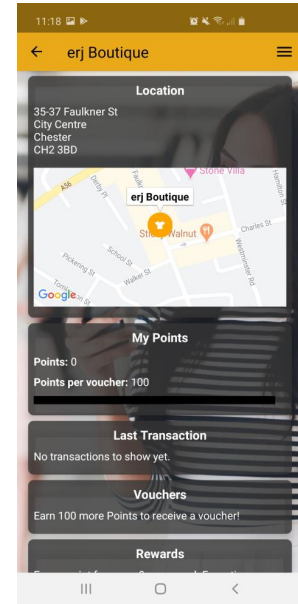
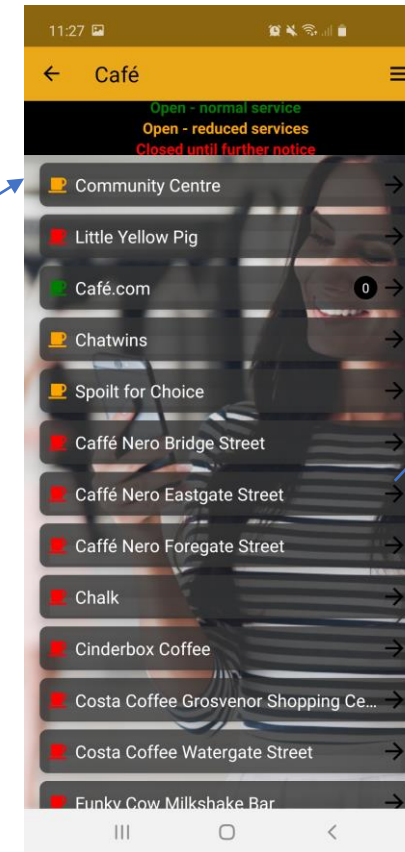
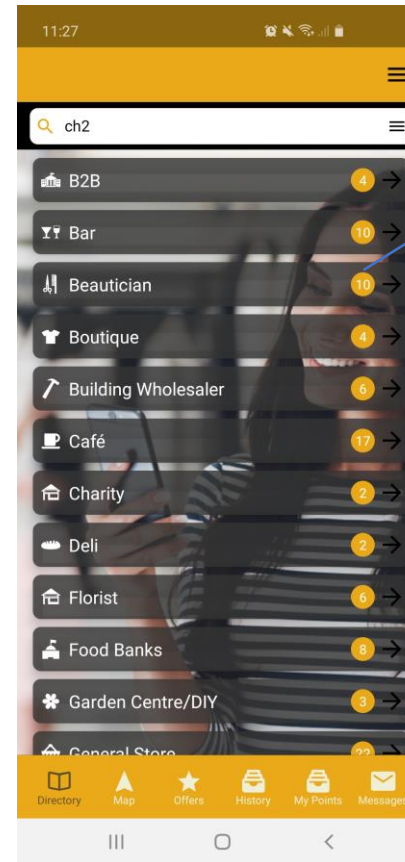
Clicking on the directory button and selecting a category now shows the business status using a traffic light system

Green = site open

Amber= some services – check for details

Red = closed

The site info now displays business info and special offers, plus whether a business is participating in initiatives such as the pay-it-forward scheme



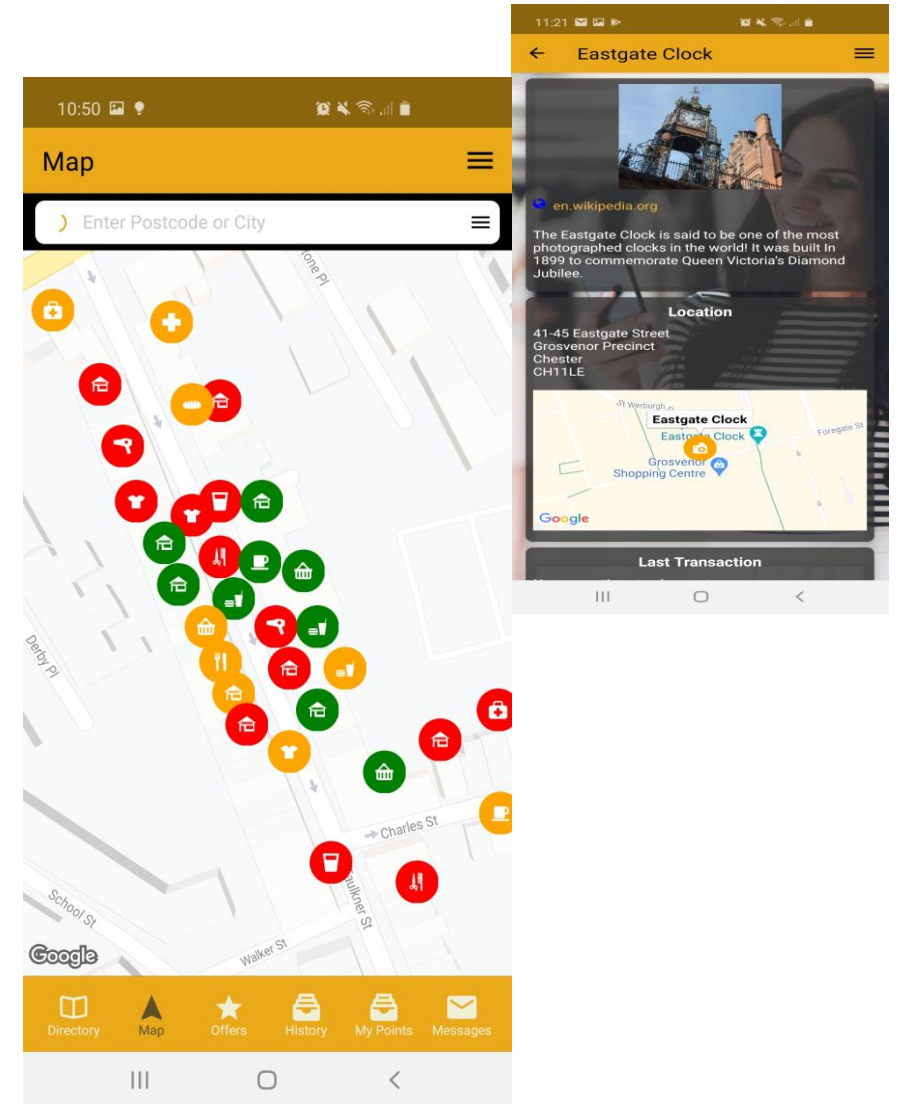
Map

The map shows the community venues as icons, hotels have a bed icon, restaurants a knife and fork etc.

Clicking on the icon takes you to the venue page.

Places of interest can also be added with a description, which makes the app useful to tourists and other visitors.

The default view is centered on the local postcode wherever you are currently located - according to the locational services on your phone.



Coronavirus additions

All businesses (currently CH1-4 postcodes) have been given a free listing and on the app and web directory.

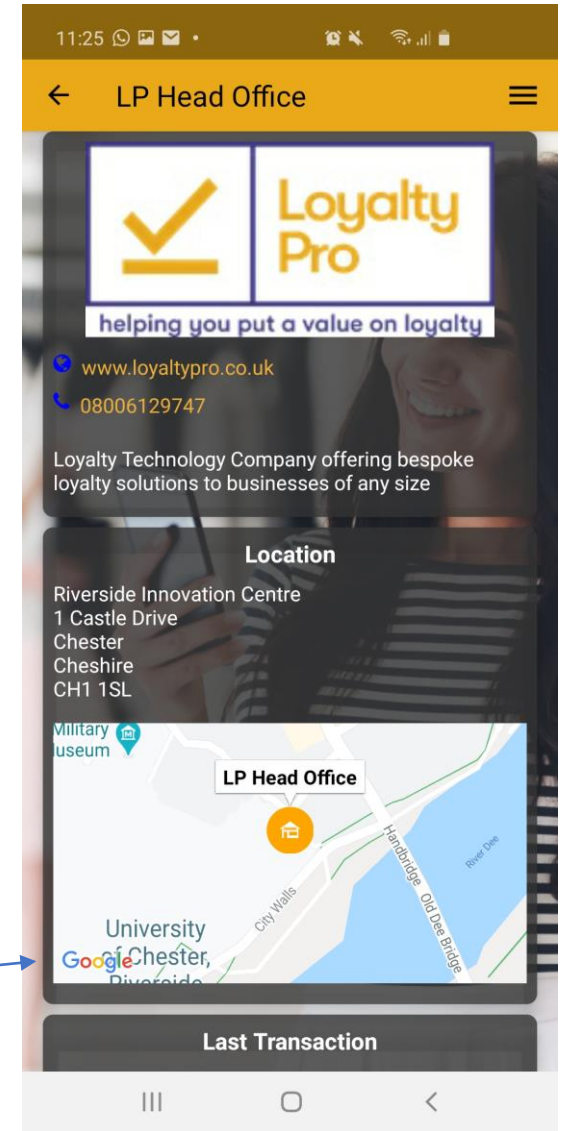
The Map now shows each business status using traffic light system

Green = site open

Amber= some services – check for details

Red = closed

Many other relevant sites (food banks etc - have been added)



Offers

Each venue can provide one or more offers. These offers can be maintained by the business via a secure login to our web portal.

Offers are ordered by proximity to the current location, the refresh button recalculates the position and re-orders accordingly.

Offers show on the app, on the community web pages, and on the fortnightly mailer sent to all members.

Offers can be scheduled to display/be valid at certain times or dates and can be specified as single or multiple use.



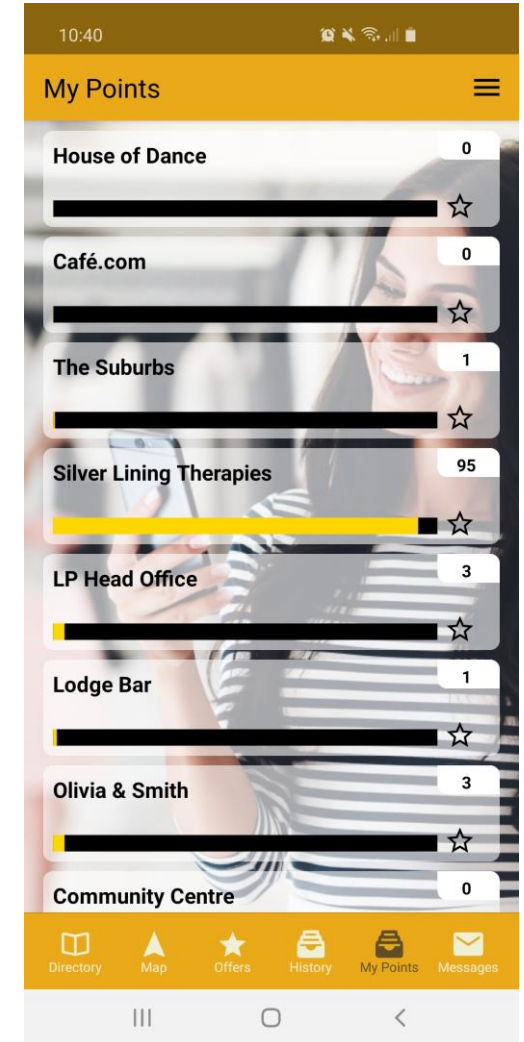
My Points

This screen is provided to accommodate businesses who wish to give points based rewards in addition to offers. Each community venue that offer points is listed. The screen shows a current points balance, and a progress bar towards a monetary voucher.

These items update in real time when points are earned. Points can be earned for value of spend or automatically via a proximity visit.

“Points” can be renamed to a unit which suits your community, for example “Crowns” or “Tokens”

Note that the backgrounds for all our functions are configurable with a picture of your choice.

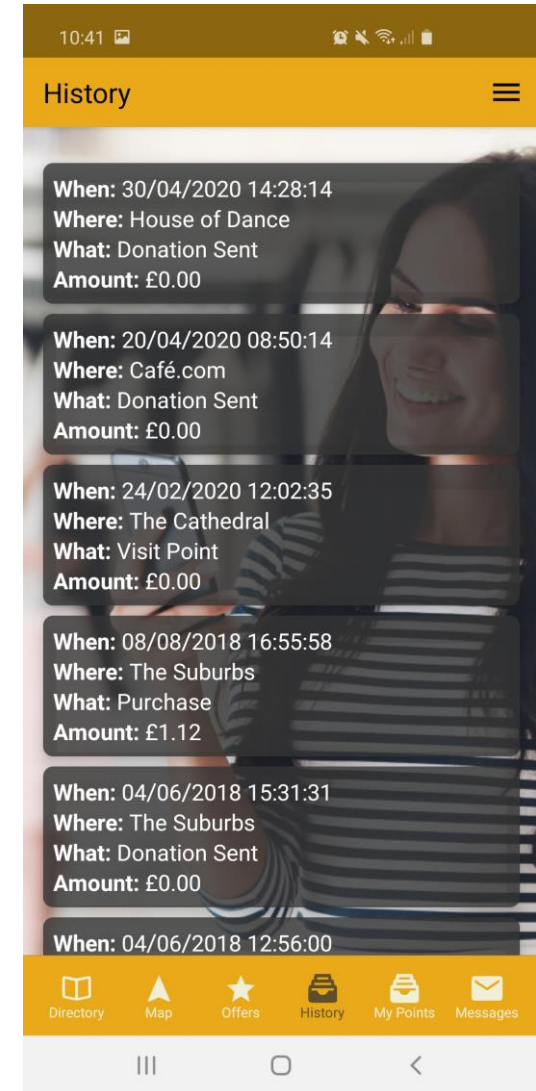


History

The history tab shows the member activity.

Points accrued, offers and vouchers redeemed are listed with the most recent at the top.

Where the community scheme supports the donation of points to local charities and points donated by the app user are also listed.



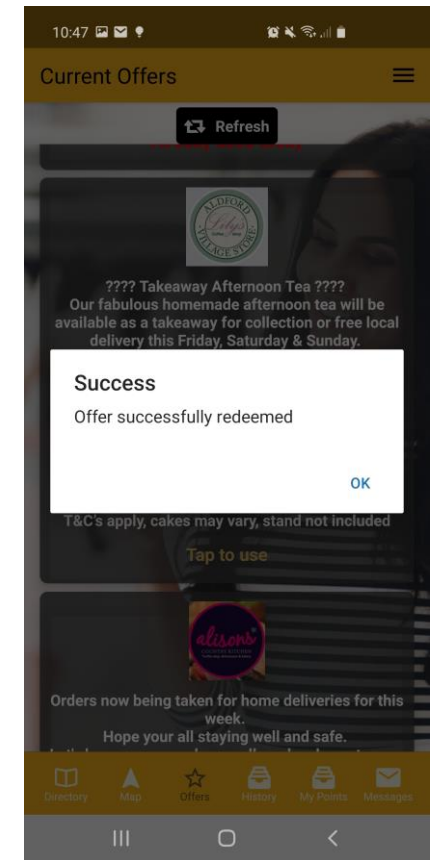
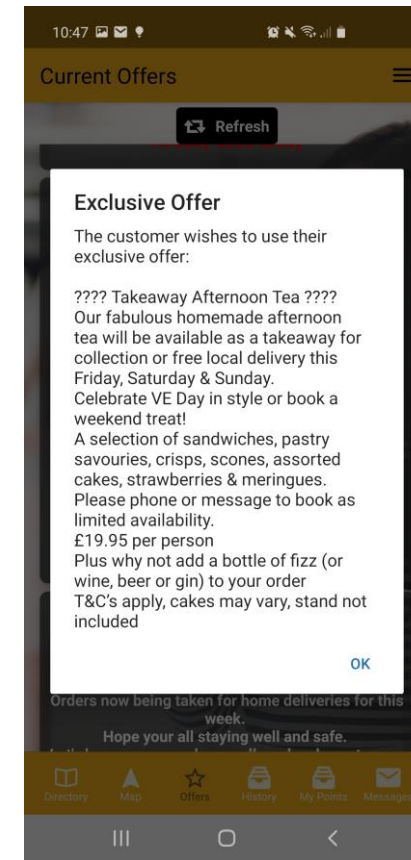
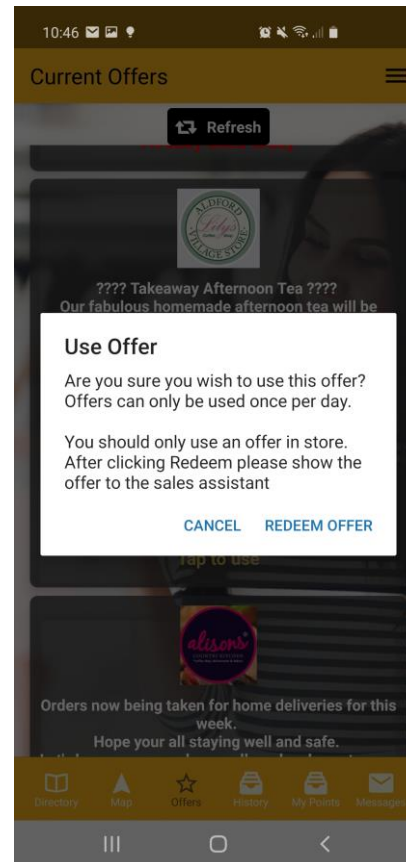
Offer Redemption

The offer redemption process is in three stages:-

Firstly the app checks the phone's location to ensure it is within the proximity of the venue.

The customer shows the offer at the counter for the staff member to check.

When the offer is successfully redeemed the date and time of the redemption are recorded to the Loyalty Pro database.



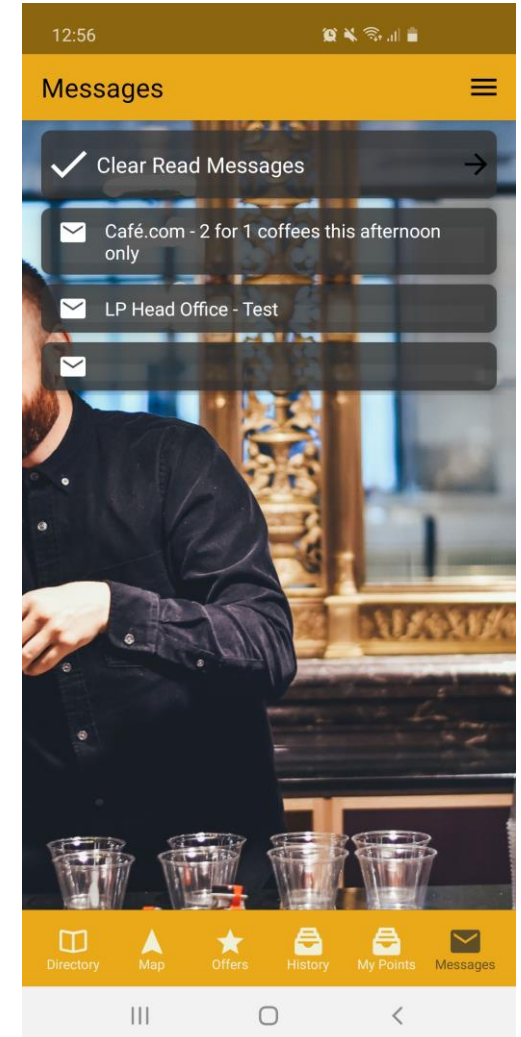
Messages

Messages that you create and send from our web portal are displayed in this area.

The online portal allows you to segregate your scheme members using many criteria, for example: interests; sites visited; amount spent etc. Each selected member receives a push notification on their phone when the message is sent, alerting them to the fact that you have sent them new message.

Messages can be for marketing reasons, or you can send operational messages to selected or individual members.

Proximity generated messages will also display here.



Settings

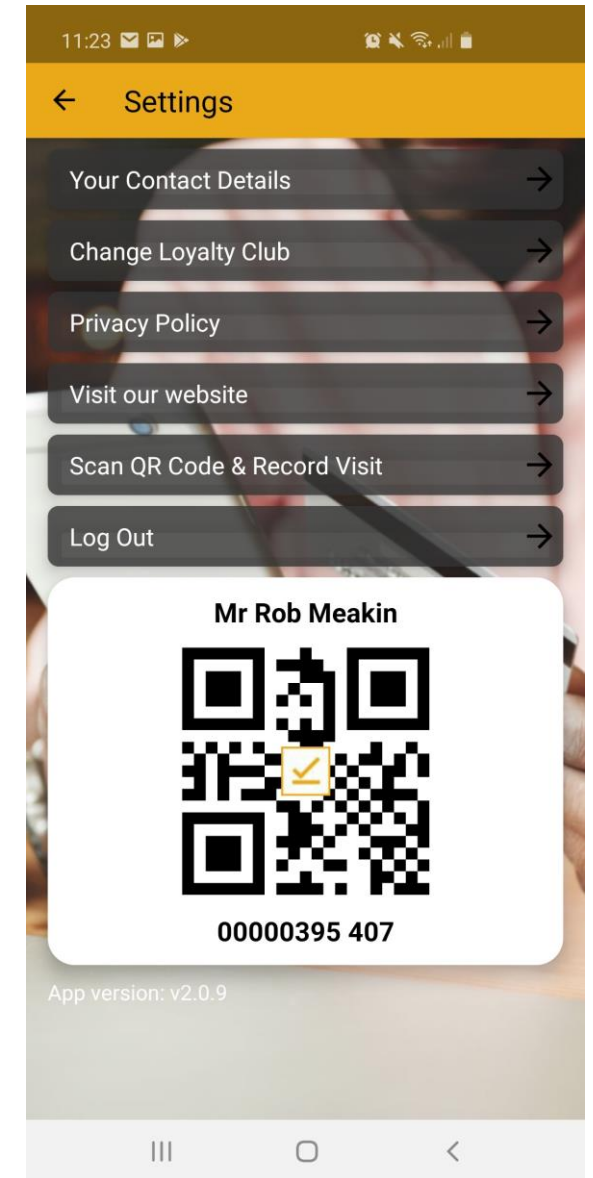
The Settings page displays the membership number should your customer need to quote it when in the venue.

Details of your community are added here together with a link to your community home page.

The QR-code can be read by a scanner at the foyer/counter. Thus making the transaction contactless.

This works with either our cloud based Webpoint software or Slatepoint tablet .

Other functions can be added to this page as required.



Introducing - Proximity Features

We are introducing innovative proximity features into our latest community app, which use the smartphone locational services. These can be used to improve the user experience when arriving in the community.

For example:-

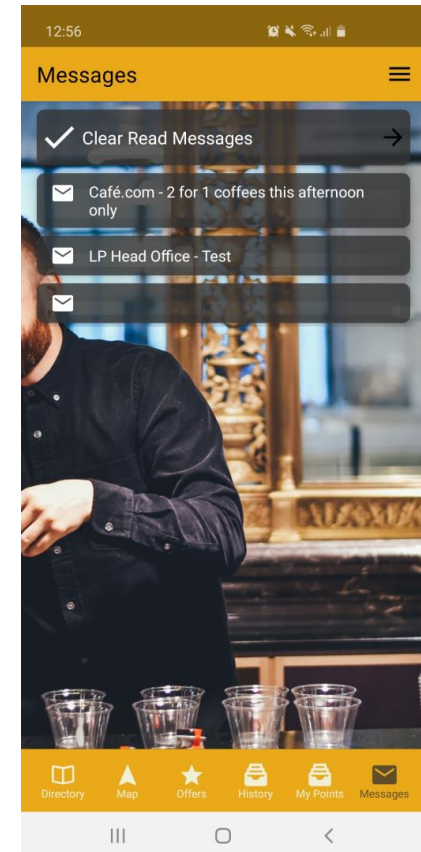
Automatic welcome message (push notification) on arrival within the community area, with a link to helpful services relevant to your venue (usually your community web page).

Issue of visit points when the user is within the venue, and verification that the user is within the venue for offer redemption.

Relevant info that pops up when the member is close to a venue or place of interest. Can be used for marketing or tourism.

The offers screen uses the app location to display the nearest venues at the top of the app users offers list.

The ability for an alert to be sent to the venue when the app user arrives in the vicinity – useful for click and collect or take-away ordering businesses.





Entice, engage and excite your customers.

For more information contact us at -
info@loyaltypro.co.uk