



Fresh ideas for growing your business



INDIVIDUAL SOLUTIONS OUT-OF-THE-BOX

In an increasingly globalised world with virtually unlimited possibilities, customer retention has proved itself to be an effective, and cost-effective, method, making the small difference when it comes to the decision to purchase.

Whether you want to gain new customers or intensify existing customer relationships, issue electronic vouchers, run regional currency projects to retain purchasing power within a region, offer a special tourist service, integrate local transport, simplify parking-space management or just administer the local recycling point, with ValueMaster, the standard-setter for customer retention and its flexible 'out-of-the-box' solutions, you can achieve your goals immediately.



“ Thanks to its constant innovations, ValueMaster is always up-to-date, ensuring that we had a good image with our acquisition partners.

Merchants who were previously sceptical were proved wrong.

Due to our close cooperation with Six Payment Services, PayLife, CardComplete, Hobex, etc. we are the only provider able to utilise existing payment terminal infrastructure. Immediate availability anywhere in Austria, no on-site installation necessary, low training costs and

optimal data security included

Who want's additional benefits



DIRECT CUSTOMER COMMUNICATION NO COMPROMISES

With so many great possibilities and so little free time, you must ask yourself – “Why should I go there? What’s different there? What makes that holiday destination better?”

This is a difficult question and it’s not always easy for a tourist destination to be objective when it has to present itself; in the worldwide competition amongst holiday destinations, new added value must be created for guests.

With the ValueMaster ‘Package’ you can transform your city or region into a modern club holiday destination with all types of infrastructure and partners. Your guests can consume at the partner businesses of their choice, use public transport and visit museums or leisure facilities without having to pay straight away.

Just show your guest card and pay for all services received when checking out of the hotel.

ADVANTAGES FOR THE REGION

- Transform your city or region into a modern club holiday destination with all types of infrastructure and partners, increasing guest satisfaction and loyalties
- Your guests can utilise services, use public transport and visit museums or leisure facilities anywhere without having to pay straight away
- Real-time statistics on occupancy rates, frequency and customer flows. Can be time-limited
- Link attractive tourist packages connected to local public transport
- Detailed customer profiles and cluster options for individual routes of communication
- Even small hotels, B&B and guesthouses can offer their guests one-off packages.
- No new hardware – simply use the existing POS terminal infrastructure, webinterface or smartphone App



**Technic is okay
but all ideas
will ever be**

EVERY PROJECT IS DIFFERENT THE PROCESS IS ALWAYS THE SAME

STEP 1: CONSUMPTION OF PACKAGES



Guests receive a guest card either at their hotel or from the tourism authority. The hotelier can place individually tailored packages of services for guests on the card.

Integrated ski-pass or a special guided hike through the mountains: all services available in a region can be included on the card.

These options can be agreed on an individual basis between hoteliers and the provider, or be made available for all businesses in a region by the tourism authority.

The guest buys a resort package for 99.- EUR, which includes a massage, romantic candlelit dinner and day ski-pass, and immediately redeems the massage.

The full, normal price of the massage, 50.- EUR, is displayed to the guest, including the perceived value of the package.

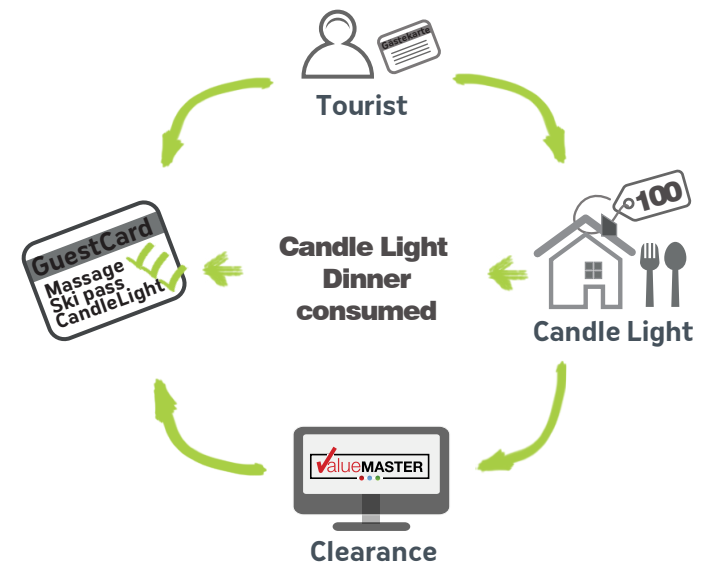
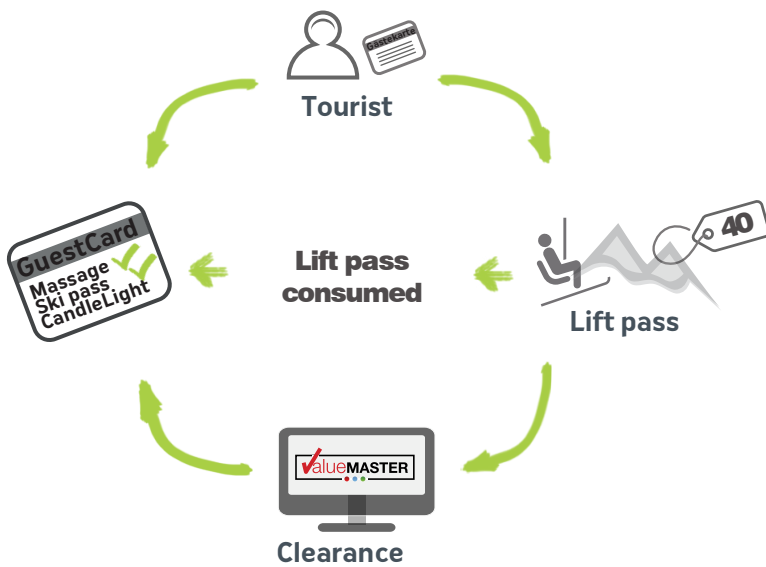
The service redeemed is booked in the system in real time, making further redemption impossible.

Plastic beats paper



EVERY PROJECT IS DIFFERENT THE PROCESS IS ALWAYS THE SAME

STEP 1: OTHER PACKAGES



The guest card simultaneously serves as a fully-fledged ski-pass and guests can redeem their day pass without the inconvenience of having to queue at a cash desk.

The design of the system even means that use of the card is contact-free and users don't have to search through their ski overall to find it.

Redeemed services are now instantly booked in the system to prevent misuse.

At the end of their stay guests can still enjoy a romantic candlelit dinner in the best restaurant in the area.

When the customer inserts their card in the restaurant's POS payment terminal they see 100.- EUR credit for the meal displayed.

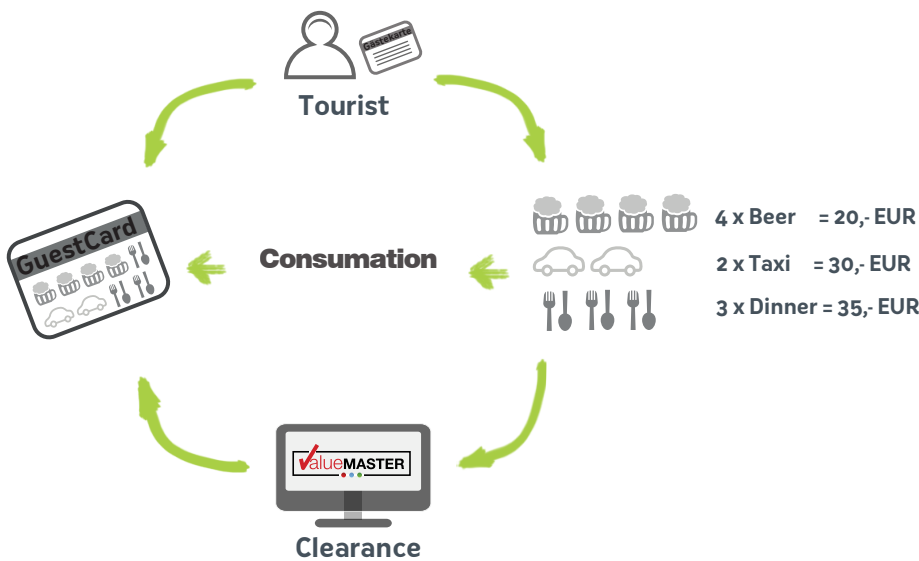
Again, this is redeemed in real time.



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**EVERY PROJECT IS DIFFERENT
THE PROCESS IS ALWAYS THE SAME**

STEP 2: OTHER SERVICES



During their stay, guests utilise other services not included in their resort package.

Instead of changing cash or messing about with a credit card, all additional services are booked to the guest card.

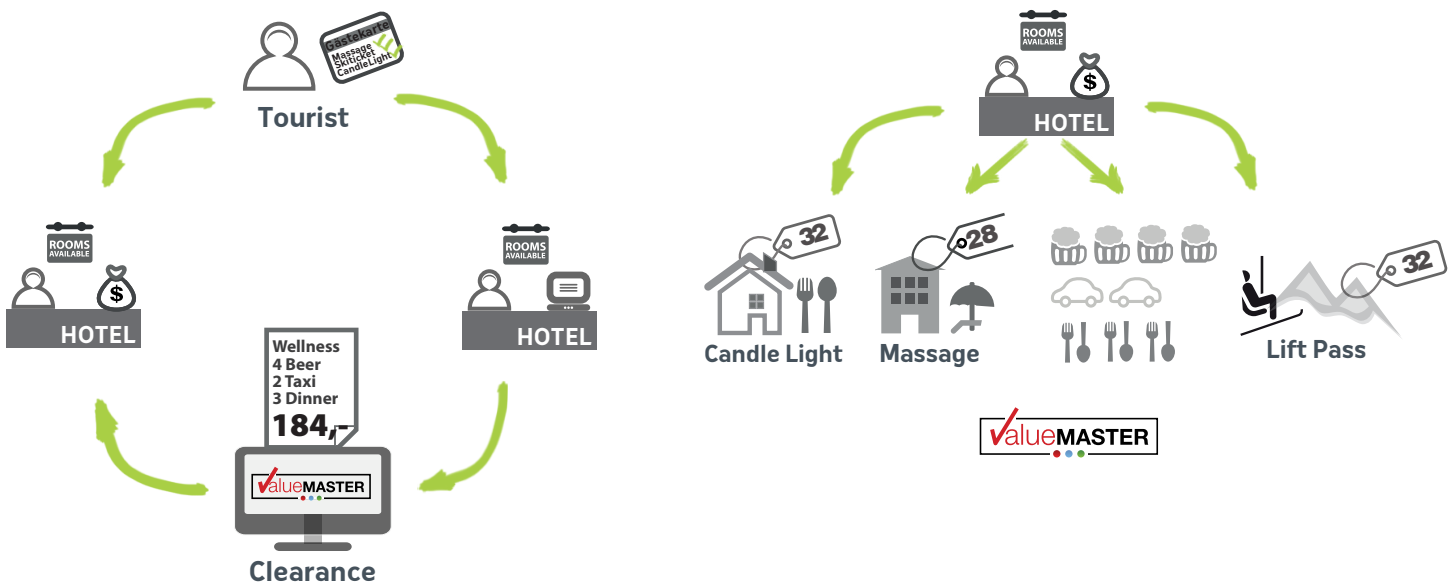
So that guests don't lose track, they can see all transactions displayed in real time on their smartphone, as well as an overview of all participating businesses.

Plastic beats paper



EVERY PROJECT IS DIFFERENT THE PROCESS IS ALWAYS THE SAME

STEP 3: PAYMENT



When checking out the guest pays for all services utilised in the region, together with the room price, at the hotel reception.

All services utilised by the guests are automatically booked to the agreed Package or at full price by ValueMaster between participating partners.

The entire billing and control process takes place without a tedious paper-chase and manual controlling.

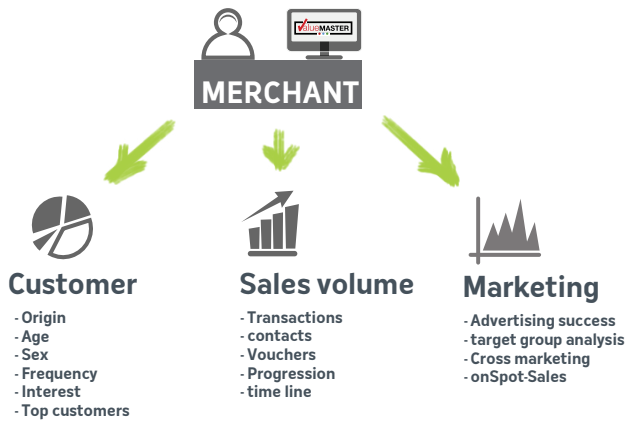
All participants have the corresponding amounts credited to their account.



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TEDIOUS POINTS-COUNTING NOT WITH US!

STATISTICS AND ANALYSIS

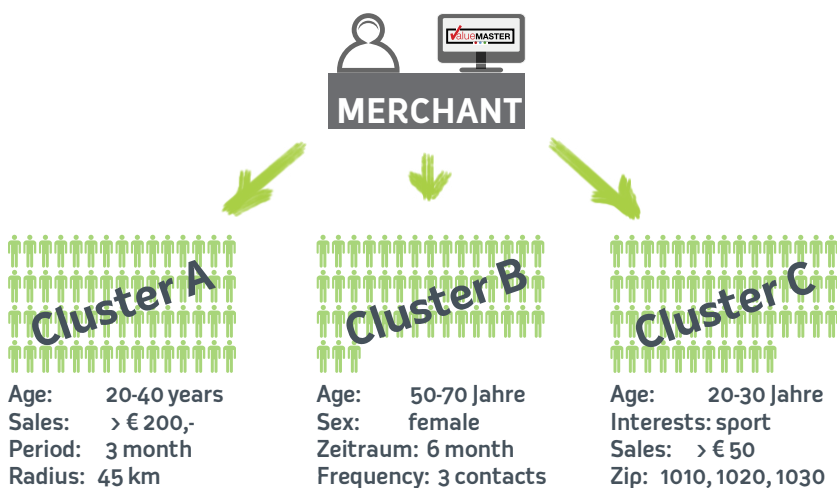


Measure your campaigns only by their success and not by expectations. ValueMaster gives you the opportunity to, for the first time, analyse in real-time and optimise all transactions, promotions and customer behaviour.



The big picture is made out of small spots

A PRECISE APPROACH AND NOT SCATTERGUN



CLUSTERN

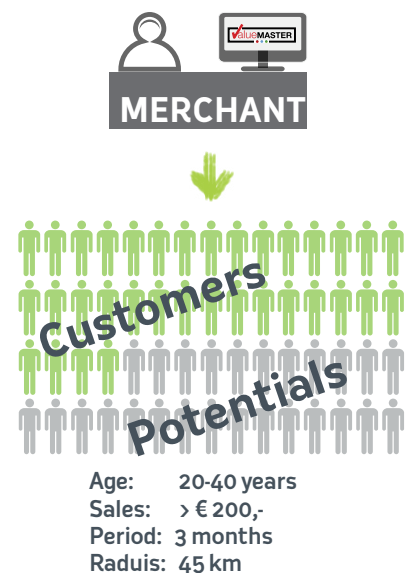
Don't tar all your customers with the same brush! Individualised, and therefore interesting offers, increase awareness and therefore turnover.

Classify your customers according to interests, purchasing power, age, sex etc. and communicate with them individually at the press of a button via e-mail, newsletter, SMS or onSpot!

GAIN NEW CUSTOMERS

Of course you know your customers! You know that most of your customers are between 20 and 40 and fashion-conscious! But did you know that there are many more customers in your immediate vicinity who correspond to your profile, but who have never heard of you?

With ValueMaster you can communicate with these customers, too. Maybe not directly, due to data protection laws, but all the more effectively via this programme manager, instantly increasing your turnover!



Communicate!

伝達し合いなさい*
ΕΠΙΚΟΙΝΩΝΗΣΤΕ*

* Thank you Google! :)



THE ONLY ACCEPTABLE TIMEFRAME BETWEEN STIMULUS AND SATISFACTION: **NOW!**

It is often difficult to determine the right time and place for contacting customers. Whether it's mass advertising by poster or mailshot or individualised contact via e-mail, it's hard to influence the time and place of contact.

With ValueMaster "onSpot" you can send individualised offers to the customers of your choice when you are close to their business and need their products and services at that moment in time.

For the first time you can organise effective crossmarketing and measure success in real time.

It's easier than ever before! Start a new campaign via web interface and select your desired target group.

Demographic data, as well as industry, date/time, or even the distance of the customer's current location to your business as a base! As soon as a customer corresponds to your chosen criteria, a sales message is sent to them via SMS.

A pharmacy, for example, can thus send inoculation advice to travel agency customers, or restaurants can send customers special lunchtime offers.

ValueMaster "onSpot" offers never-before seen possibilities in direct customer communication and active frequency management, and this at a sensationally low price.

Speak to your programme manager today, or with us directly.

We will be glad to provide you with detailed advice during your first 'onSpot' campaign.

The possibilities are unlimited!





Raising money rising possibilities

NEW TECHNOLOGY ALONE DOES NOT MEAN ADDITIONAL

The more highly-developed a technology is, the greater the need for contact. With ValueMaster you have, for the first time, the opportunity to measure all campaigns and promotions in real time and react instantly.

Whether it's by e-mail, newsletter, SMS, poster or other types of sales message, the reaction of your customers becomes transparent.

In combination with the ValueClusters you can react on an individual basis to the current needs of your customers and finally put the scattergun away.

Plan special reaction chains for all customers who have reacted to a message, but also for those who haven't reacted; either for a specific promotion within a defined time-frame or as an ongoing offer communicated to all customers falling within the defined frame of reference.

EXAMPLES:

Campaign A:

Create a cluster for all customers who have made purchases of min. 100.- EUR from Trader A within the last 3 months. Automatically send an e-mail containing special offers from Trader A to those customers included in this Cluster, or are in the future.

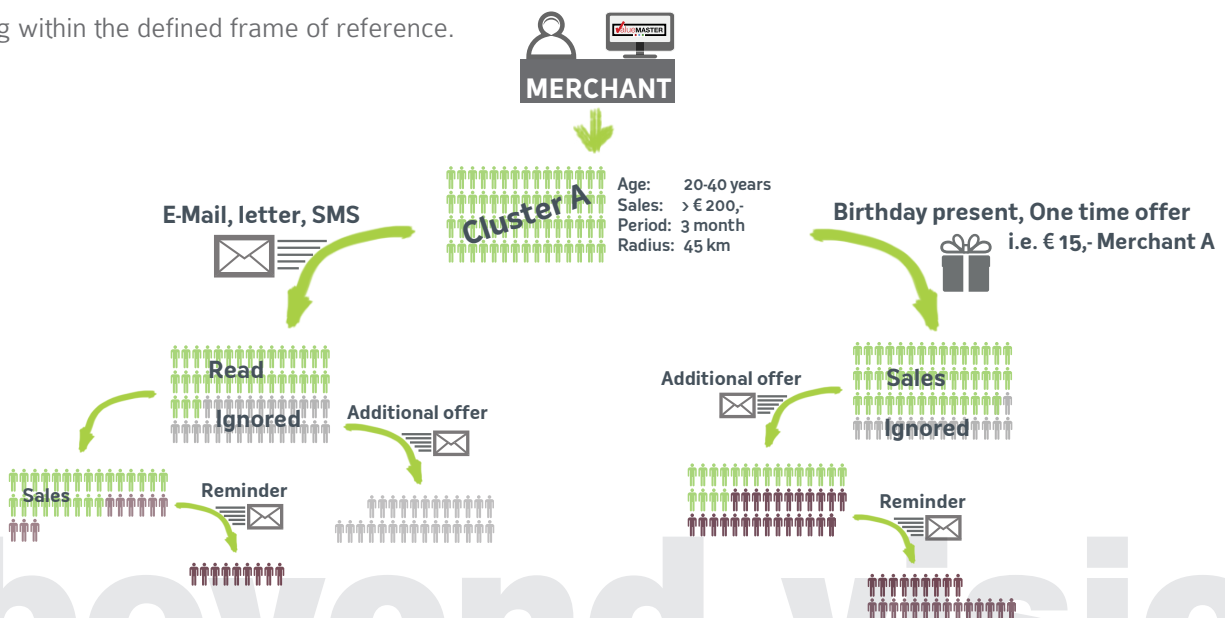
C

ampaign B:

Create a cluster for all customers who have read the e-mail from campaign A and have made purchases from Trader A within 7 days.

Campaign C:

Create a cluster for all customers who have not read the mail from Campaign A and send them a reminder.





Raising money rising possibilities

INCREASED TURNOVER IS THE GOAL NOT HIGHER COSTS

FACTS AND FIGURES

Usage of issued Cards after 6 Months
Civil projects integrated (recycling station, public pool,..)

43.2%

Average Amount of Purchase
with customer loyalty cards

€ 38

Card Usage a month
Purchases per month

4,7

Customer Contacts a month
Multi-Channel via Apps, Web, E-Mail, SMS, Termina.

11

Additional Turnover a Merchant
Based on a merchant survey

+7.3%

Average Costs a merchant
Given discounts minus redeemed bonuses

€ 17



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