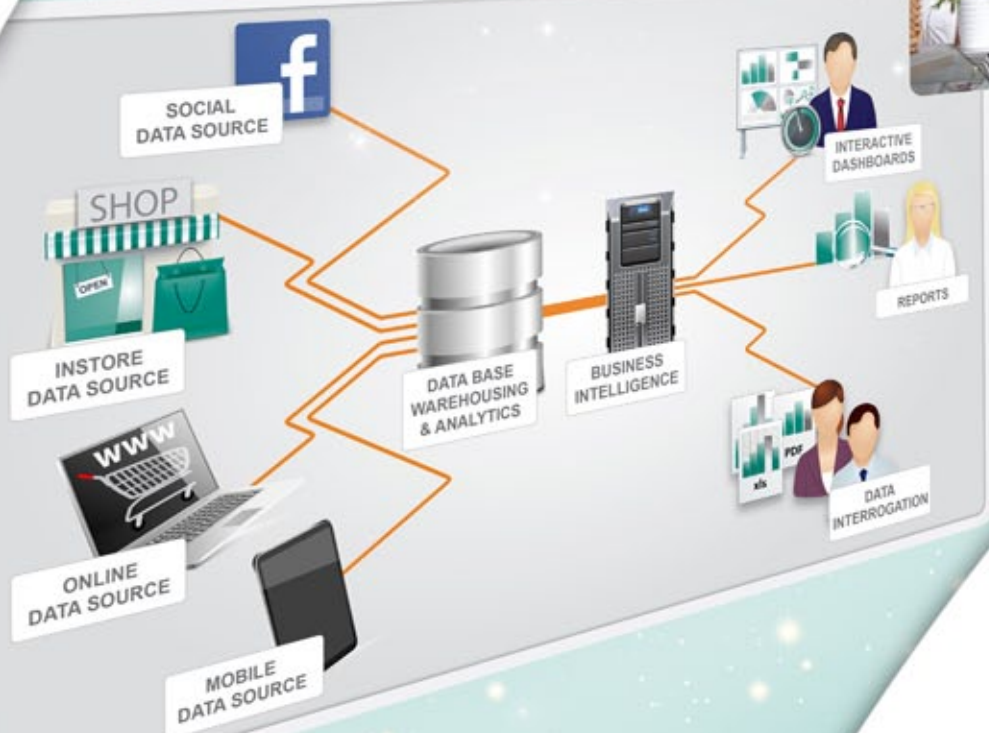


# We increase the "Lifetime Value" of your customers

CRM & Loyalty Solutions | Gift Cards & Debit Cards | Analytics & Data Mining | Campaign Management & Marketing | Proximity Based Mobile Technology



endless  
rewards

Turning Knowledge Into Profits

## Who we are

**Endless Rewards is a leading supplier of customized Loyalty Solutions and Customer Relationship Management platforms to brands, retailers, restaurants and franchises worldwide. We've created and built a state of the art Rewards & CRM Platform that enables positive one-on-one experiences with your customers.**

*"Never sell to a stranger"* is our business and operating philosophy. Understanding your customer and making people feel valued, sits at the heart of what we do. Like the corner storekeeper, we help you get to know who your customers are so you can meet their needs and build a relationship with them based on mutual rewards and interests. The way we see it, the sale of a product or service is not the end of your transaction with that customer, it's the beginning of your relationship with them.

*Turning knowledge into profit, that's where we fit in.*

## What we do

**Endless Rewards is a global supplier of Loyalty and CRM products and solutions that focus on customer engagement in support of increased profits.**

We provide the strategic advice and the software solutions to help companies and businesses keep their customers.

Leveraging off our proprietary technology, we tailor-make cost-effective loyalty and CRM solutions for brand owners, helping you engage with your customers to deliver results that are directly measurable.

The Endless Rewards platform enables customers to be rewarded for their transactional engagement and their social advocacy. Our solutions are readily scalable, are robust and deliver heightened customer experience across multiple channels

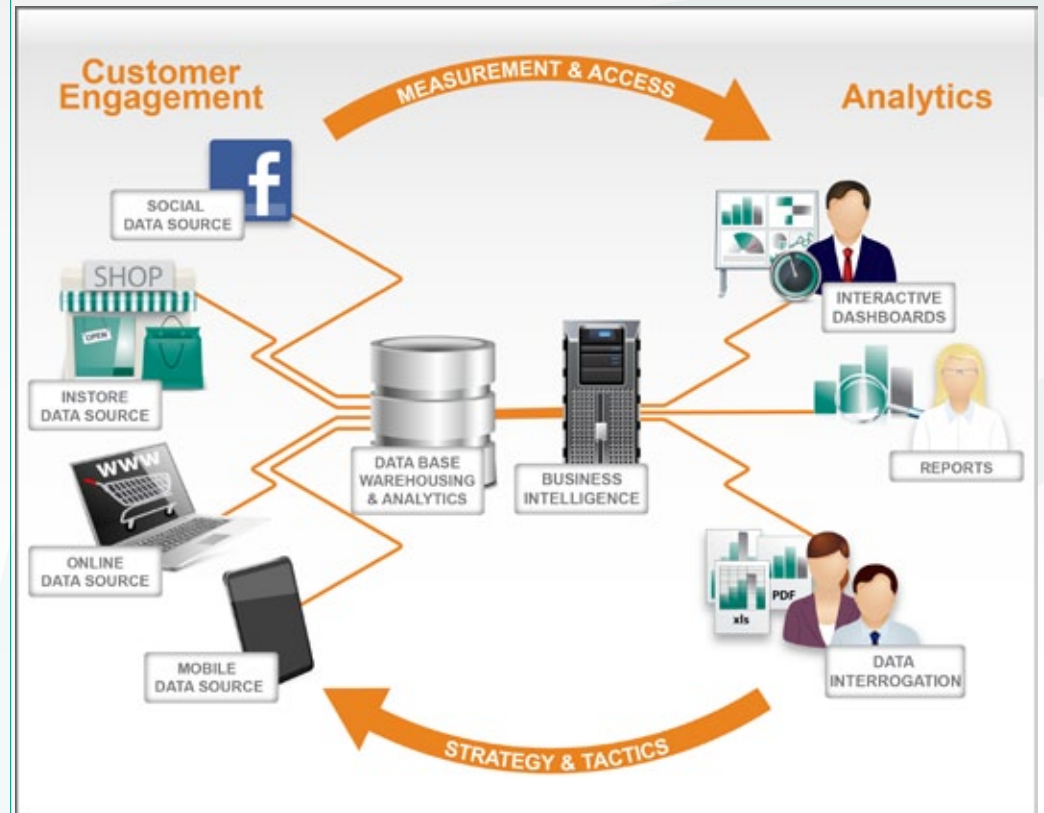
- Instore
- Online
- Mobile Phones
- Social Media

We put our money where our mouth is and pride ourselves on delivering above expectations.

## End to End solution

**Endless Rewards helps businesses succeed by delivering marketing and technology solutions that deliver a superior ROI.**

**Our solution combines a diverse range of technologies and features to deliver an end-to-end solution, enabling the implementation of a secure, scalable and fully integrated technology infrastructure that is able to adapt and grow as business requirements and conditions change.**



*"The sale of a product or service is not the end of your transaction with a customer, it's the beginning of a relationship with them."*

## The Endless Rewards Solution is:

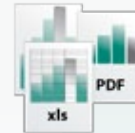
- ✔ Flexible & customizable
- ✔ Independent of any one type of Point Of Sale (POS)
- ✔ Able to integrate with existing IT infrastructure
- ✔ Requires limited capex investment
- ✔ Internet enabled
- ✔ Delivers directly measurable results with improved ROI

## The Endless Rewards Solution enables:

- ✔ Dynamic customer insights
- ✔ The capture of Instore, online & social engagement
- ✔ Access to real-time customer and transactional data
- ✔ Customer ranking based on levels of engagement
- ✔ User friendly data-extraction online, 24/7
- ✔ Sophisticated data analytics
- ✔ One customer account to record and manage data across all channels
- ✔ Multiple currency usage
- ✔ Flexible Rewards structure - CashBack or Points
- ✔ Open-loop or Closed loop programs
- ✔ Geo location mobile solutions
- ✔ Gift cards and debit cards
- ✔ Member get Member
- ✔ Member Benefit platforms

*We consult and engage with you to develop and implement the CRM and Rewards program strategies that deliver greater customer loyalty for your brand, all underpinned with data mining.*

1. STRATEGY & CONSULTATION
2. CRM & LOYALTY TECHNOLOGY
3. DATA WAREHOUSE
4. MEASUREMENT & ACCOUNTABILITY
5. ANALYTICS & DATA MINING
6. CREATIVE & DESIGN
7. PRODUCTS & SERVICES



## STRATEGY & CONSULTATION

*Before a loyalty program is mapped out and implemented, Endless Rewards will spend time with your project team to understand your long-term marketing and business goals, including a thorough review and audit of what has been done before.*

### Our audit will:

- ✔ Evaluate your existing strategy & identify your business goals
- ✔ Identify the business, marketing and customer issues to be addressed
- ✔ Establish clear program deliverables and KPI's to be measured
- ✔ Evaluate group commitment to the program.
- ✔ Identify the optimum rewards structure to engage with your customer to achieve the ROI required

Using the information gleaned from these sessions, we will work with you and any third party agencies, to devise a comprehensive loyalty and CRM strategy that delivers measurable ROI. Programs can be single or multi-tiered. Our flexible solution, enables the running of voucher campaigns and special promotions to your database with real time reporting 24/7.





## CRM & LOYALTY TECHNOLOGY

*Our Rewards and CRM Platform enables positive one-on-one experiences with your customers, and keeps them spending more, more often.*

It is a flexible & cost-effective solution for companies who are looking to:

- Increase revenue and reduce marketing costs
- Acquire new targeted customers
- Improve customer retention and reduce churn
- Increase customer spend and frequency of visits
- Segment and move customers through tiers
- Win back 'lost' customers and highlight non-valuable clients
- Increase customer lifetime value directly
- Build a long-term relationship with their customers
- Create brand advocates through 'Word Of Mouth' (WOM)
- Improve pricing strategies and site selection
- Provide a positive impact on product mix / merchandising and distribution
- Improved allocation and use of marketing budgets
- Turn insights into actions with measurable ROI



## DATA WAREHOUSE

*We capture all your customer details, store and use their purchase, transactional and social engagement data, to help you better understand them and inform your marketing efforts in support of increased profits.*

**Our data services include**

- Data capture – instore, online and social
- Online application processing and fulfillment including return-to-senders
- Data cleansing & de-duping
- Card stock management – warehousing & distribution
- Change of details management and lost and stolen card processing

Our data warehouse is secure with robust redundancy and fall-over capability.



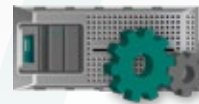
## MEASUREMENT & ACCOUNTABILITY

*We provide clients with a suite of standard intelligence and/or customised ROI reports, which are accessible in real time 24/7.*

*Standard Reports are available by store, by region, by group and by SKU / product type.*

**Our standard reports include:**

- Monthly sales by registered and unregistered customers
- Lapsed Customers
- Demographics – by age/ sex
- Customer segmentation
- Recency, Frequency, Spend
- Changes in customer rankings/tiers over time
- SKU and Basket analysis
- Customer profitability modeling
- Trend analysis – average spend, frequency, number of stores visited, prize redemption
- Voucher Management - issue and redemption
- Campaign and Communication performance analysis



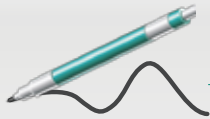
## ANALYTICS & DATA MINING

Our data-mining engine consists of a highly sophisticated Olap Cube enabling an aggregated data warehousing and data mining system.

Complex analytics can be undertaken using the OLAP cube's user-friendly Web-interface.

The use of a drag-and-drop facility means we can easily drill into data, filter on dimensions, apply pivot tables, and perform multi-dimensional cross comparisons in order to optimize product assortment.

This system unifies customer transaction patterns and buying behaviors to facilitate the creation of actionable marketing strategies that are more customer-responsive and result in increased revenue and profitability.



## CREATIVE & DESIGN

If required, we have a creative, copy and design capability.

### Web



### Email



### Print



## PRODUCTS & SERVICES

With the emergence of social and mobile channels, consumers are interacting with brands in new ways. Few loyalty programmes are keeping up with the consumer in terms of how and where they interact with them.

Endless Rewards is at the forefront of this new behavior. We have identified and developed a suite of products that give retailers the ability to offer their customers a rewarding shopping experience across multiple channels including:

- Traditional bricks and mortar stores
- E-commerce stores
- Online via the web
- On their mobile.

## Product Range

### 1. PROPRIETARY TECHNOLOGY PLATFORM

- Web-based loyalty engine
- Data warehouse
- Olap Cube

### 2. STORED VALUE CARD PROGRAMS

- Loyalty cards
- Gift cards
- Debit cards
- Prepaid cards
- Virtual cards

### 3. MOBILE SOLUTIONS

- Loyalty
- Payments
- Geo-location

### 4. SOCIAL REWARDS INTEGRATION

- Like
- Share
- Follow
- Check-in

### 5. SHUUGA

Shuuga is an efficient, affordable and dynamic location-based mobile marketing solution ideal for Merchants of all industries.

The application is available for use on iPhone and Android devices and it comes with a dynamic content management platform for advertisers to manage and publish campaigns on demand. It is suited to bricks & mortar stores as well as online retailers.

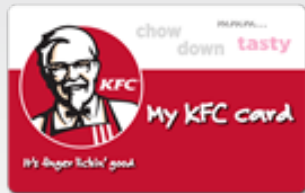
The Shuuga solution drives repeat visits at a fraction of the cost of traditional media. It provides merchants with the ability to push location-based adverts and deals content to the one-device that goes where all consumers go... the mobile phone.





[www.shuuga.com](http://www.shuuga.com)





# OUR CLIENTS INCLUDE



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