

## SALES/MARKETING SOLUTION

Mobile marketing may be a commonplace, but organizations are limited by solutions that don't enable personalization of special offers, coupons and rewards. Organizations must look to multi-channel communications for solutions.

Billions of mobile coupons will be delivered and redeemed this year. With an estimated 29.5 million coupon users, retailers not using the mobile channel are missing a key opportunity to interact and retain customers.

Time based promotions, updates and exclusive offers are crucial to driving engagement and sales with today's on the go consumers. Armed with quick and easy comparison tools, the consumer's final purchase decision may be the result of one targeted offer that arrives at just the right moment.

While mobile marketing is common, consumers expect personalized communications. They do not want their devices flooded with low value messages. They want information and offers based on individual preferences and expressed interests. Organizations are challenged to meet this need because their mobile solutions are tedious; they lack the integration that supports delivery of targeted, multi-channel interaction.

Alchemy's Interactive Platform powers multi-channel communications that enable you to personalize offers, drive loyalty and extend in store experiences to capture mind and global market share.

Through personalized messages sent via SMS, push, email and voice, you can engage customers with targeted day of promotions, exclusive offers, sale reminders, coupons and personalized greetings. These can be tailored for each recipient and distributed automatically across a variety of communication channels.

By leveraging the platform's built-in logic and intelligence, you can send targeted, time-sensitive offers with the schedule SMS feature and avoid disruptive middle of the night or early morning deployments.

To meet the changing needs of mobile consumers, companies must be equipped with multi-channel tools to manage and deploy time sensitive offers and targeted promotions.

## Deliver messages, drive sales;

Alchemy's multi-channel platform enables institutions to:

- Manage and deploy SMS, push, email and voice communications
- Send simultaneous alerts across multiple channels, reducing the chance of missed messages
- Instantly distribute mass communications or tailor messages for key target audiences
- Extend in store experiences and remain top of mind with consumers
- Provide alternate channels for direct communications in and out of store
- Create automated messaging by linking with customer profiles for personalized greetings
- Close sales faster by alerting customers when items are left in their shopping carts

## Sample;

Mariama has her eye on a particular sweater at her favorite retailer. Having downloaded the retailer's app, she adds the sweater to her wish list. Leveraging Alchemy's Interactive Platform, the retailer has set a trigger to send an exclusive offer via push and email once her wish list items have exceeded seven days. Out running errands, the woman receives a push notification offering a limited time

coupon for her sweater. Delighted at the opportunity to purchase the cardigan at a lower price, she quickly heads to the nearest retail location to redeem the offer.

Understanding customer preferences is critical to retention and loyalty. Traditional post purchase surveys can be useful, but not unless they engage a significant number of customers. Communicating to customers through multi-channel mobile helps engage customers, and enables organizations to target polls and quizzes to specific user segments.

Organizations know that retention and loyalty are critical parts of the customer lifecycle. Yet today, with mobile penetrating the entire lifecycle, companies must include multi-channel mobile in their retention strategies. A retention strategy that increases customer loyalty by just 5% can increase profits by as much as 95%.

It's easy for a company to lose between 10% and 30% of its customers every year. But an effective customer retention strategy can turn that around, enabling the institution to reap the benefits of loyal customers: increased spending over the long term and new customer referrals.

Creating an effective retention strategy relies on understanding customer behavior and preferences. Unfortunately, the most common method of eliciting customer feedback is the post purchase survey falls short. Despite the high cost of implementation, such surveys are really only useful as a quality control device, a means of validating that the customer lifecycle doesn't have any broken parts. So while surveys may be effective at eliciting customer complaints, they do not provide insight that enables the company to foster stronger customer relationships, and stay in regular contact with the audience.

To achieve a higher interactive rate, the institution must interact through the customers' preferred channels (SMS, push, email and voice) to have the benefit of immediacy and ubiquity; the user is much more likely to engage with a mobile invitation to a survey than one that's printed on a paper receipt. In addition, mobile invitations to surveys and other feedback mechanisms can be tailored for specific

segments of the customer base.

Alchemy's interactive Platform employs multiple communication channels to help you acquire and retain customers and enhance their overall customer experience. Through personalized surveys and polls sent by SMS, push, email and voice, you can target customers where and how they want to be reached. You can tailor the messaging to reflect individual preference, helping your institution gain deeper insights and build brand preference.

The Interactive Platform can also interface with existing CRM systems, allowing for targeted messaging based on user behavior. Reacting to customized message triggers, the platform can send time sensitive follow up surveys and polls to allow for real time adjustments across the institution.

Multi-channel mobile communications will open up many new avenues for staying in touch with customers.

## Impressive survey results, better customer retention;

Alchemy's multi-channel platform brings new and potentially powerful ways to learn about and connect with customers, allowing institutions to:

- Deploy SMS, push, email and voice communications, depending on customer preference
- Increase customer retention rates, reduce churn rates and lower customer acquisition costs
- Improve the customer experience by receiving more relevant, time sensitive customer feedback
- Personalize communications

## Sample;

A man purchases a camera from a new online store. As he's checking out, the man receives a digital receipt with a prompt to participate in a quick survey aimed at measuring the ease of the checkout process. As a thank you for participating, the Interactive Platform sends him a mobile coupon to use on his next purchase. Data collected through the Interactive Platform is readily sharable with store managers, allowing for timely store-level adjustments, when and if necessary.

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