IoT CRM platform for customer engagement & retention

Stay connected with your clients
Our clients

* See the results of the best cases at the end of presentation
Very often brands interact with their clients via resellers

*64% of fashion products are sold via wholesale* - Bain & company study
There is a conflict of interest between brands and resellers

- Resellers do not care about clients being loyal to a particular brand.
- Resellers do not communicate all the brand’s values to customers.
- Resellers do not give you the data about your clients.
We are giving brands the power back by giving them a direct connection with their clients.
We propose to embed in products an NFC chip, which can be scanned by an app.

1. Embed NFC chip
2. The client can scan the chip with the app
3. See client analytics and communicate

A small chip is integrated in your product. Each chip is unique.

Client see transparent info about the product, register it and get exclusive offers.

Flexible tool to manage content about the products, see client analytics and manage loyalty program.
NFC technology is an integral part of modern life

- The usual part of a mobile phone
- Used in Apple Pay and Google Pay
- Can be scanned with a simple touch
- May be a part of both the packaging and the product itself
Product: why does it work?

1. EMBED NFC TAGS INSIDE PRODUCTS

Brand integrates NFC tags inside products

2. ENABLE NEW MECHANICS OF COMMUNICATION THROUGH PRODUCTS

Protected Product – Client connection

3. MOTIVATE YOUR CLIENTS TO SCAN AND ENGAGE WITH THE PRODUCTS

- Transparent product information
- Authenticity check & warranty
- Loyalty program
- Exclusive offers from the brand

4. GET CLIENT DATA AND COMMUNICATE DIRECTLY

Unique customer data from all sales channels

Increased loyalty
1. **NFC chips** allow to establish a connection between a product and a client

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**QR code**

1. Not protected from copying
2. No motivation to scan

**NFC chip**

1. **Protected from copying:** each chip is unique and registered in blockchain
2. **Washable** and resistant to high temperatures.
3. We improve customer **motivation** to scan
2. Secured connection enables new mechanics:

Actions
• Product scans
• Product ownership

Filters
• Product
• Location
• Time

= POSTSALE EXPERIENCE
3.1. Provide immersive customer experience

- Tell the story of the product and your brand
- Describe technology, materials and composition
- Attach instruction, video review, audio guide, etc.
- Authenticity proof
- Sustainability info
3.2. Launch your loyalty program worldwide

**POINTS**
- Scanning a product
- Scans of your item by other people
- Purchasing a product
- Participating in a brand’s challenges

**STATUSES**
- Basic
- Silver
- Gold

**Get exclusive perks**
Spend points on brand’s and partners’ services and products
3.3. Motivate your clients with exclusive partner offers

**EXCLUSIVE CONTENT**

**EXAMPLE:**
- Brand launches a collaboration with musician.
- Clients who buy a product and register an ownership in app get an pre-release song earlier that it will be published in Apple music.

**SERVICES**

**EXAMPLE:**
- Brand launches a partnership with service providers
- Clients cant spend their loyalty points on services like Uber Black, VIP lounges in airport, Netflix subscription.

**EVENTS INVITATIONS**

**EXAMPLE:**
- Brand provides tickets to the fashion show for the most loyal customers with high loyalty statuses.

**PRESENTERS**

**EXAMPLE:**
- Brand launches a partnership with product providers
- Clients cant spend their loyalty points on partner products like perfumery, skincare and cosmetics.
4. On the web portal you manage data about your clients and send exclusive offers

- GLOBAL CUSTOMER PROFILES
- DATABASE
- CUSTOMER PREFERENCES
- ANALYTICS ON SCANS (GEOLOCATION, TIME)
- MARKET TRENDS
- PREDICTIVE ANALYTICS
- LOYALTY POINTS
Goal:
Reduce volume of fake products sold

Results:
87,400
Fake products seized in 2018

Fashion brand
Goal:
Improve customer engagement rate from 10% to 20% (loyalty program)

Results:
- 527% ROI
- x3 Customer engagement rate
- x4 More loyalty points

Auto chemicals
Results:

**LVMH Prize winner**

Verisium technology helped Thebe to win super prestigious design award.

**Verisium PR effect:**

Verisium was mentioned in Vogue, Business of Fashion

“The entire story is all in there. Every six months for example, it can send a notification, thus engaging with the consumer,” Waight Keller, Givenchy artistic director
Create community of loyal customers

Loyal clients are the basis for building a sustainable and successful business. Interacting with consumers you increase their confidence and thereby increase the likelihood of them buying your products in the future.

We are here to help You.