



SMASH is all about Smart Shopping! A nest-gen **Digital Wallet & Consumer Engagement** framework delivering exciting consumer experiences through easy to manage and cost effective programs. Whether the objective is the digital transformation of legacy in-store programs, or the introduction of ground breaking innovative omni-channel concepts, SMASH by PHILOSHOPIC turns ideas into consumer experiences and targets into results!

Consumers today are empowered, demanding, and time starved. They have more options than ever but less patience and tolerance. At the same time the digital and "always on" world has turned their shopping behaviour into truly omni-channel and unpredictable.

When aiming to win the modern consumer and earn their loyalty, businesses need to amplify their value through programs, services, and offers. Technology should be the catalyst in such a journey however, in many cases it ends up being the obstacle. Legacy systems in place may require major efforts and huge costs to be replaced or modernised, thus their life is simply extended; which prevents innovation in favour of stability.

Winner retailers, suppliers & brands are those that manage to be agile, engage with consumers on their terms, and deliver seamless and exciting experiences. To stay at the top, operations should become and remain lean and cost effective. In most cases, this is the real challenge!

## MAIN SOLUTION DOMAINS

### SMASHREWARDS

- Points based programs
- Activity Based/Privileges club
- Coalition Programs

### SMASHCARDS

- Gift Cards
- Rechargeable Shopping Cards
- Corporate, Charity, Family Cards

### SMASHENGAGE

- Cross channel mass messaging
- Personalised sweet-spot notifications
- Feedback (survey or rating)

### SMASHPROMOTE

- Digital Promotions (email, SMS, chat, in-app, etc)
- Social Promos (Social Media/POS integrated)
- Instant Win Campaigns (Basket/Customer Related)

## SMASH KEY FEATURES

- Seamless omni-channel consumer experience powered by a unified digital wallet
- User friendly management console to plan, execute and monitor performance in real-time
- Fully Scalable: adoptable to your single store, multi-chain store or multi-national operations!
- Multiple programs through a single POS interface!

Your programs can be fully monitored and controlled by each of the business and operational stakeholders in real-time, with the ability to turn decisions into actions. The **SMASHConsole** includes the **Dashboard**; with high level KPIs and time based analytics for each program, the **Insights** section; where the user can deep dive into the data of interest, the **Reports** section; where standard or custom report template can be configured to generate simple or complex reports and the **Actions** area; where authorized users can set and execute actions to all customers, to an individual customer level, to a group level or even set criteria to generate a targeted subset of customers in real-time based on either the customer profile or their shopping behaviour. Furthermore, all data generated can be exported or streamed in real-time for processing by other advanced analytics or data representational tools of your choice!

**74% of firms say they want to be data driven, but only 29% are successful in connecting analytics to action.**

(source: Forrester)



**90% of customers expect consistent interactions across channels!**

(source: SDL)

While connecting seamlessly to the existing points of sale and channels of service towards executing the various programs, **SMASH** has a set of native consumer channels to enable a simple and exciting omni-channel experience. An easy to use Mobile App (iOS/Android) with all the core functions that can be expanded to include your own custom functionalities! A web accessible and secure Customer Portal can be branded to feel like an extension of your website, and a branded QR Code Microsite for smartphone access to program data (such as balance or past transactions) directly from the physical cards, without the need to enrol/login!

All functionalities can also be added to your existing apps and web portals if available through a robust and well-documented API for external users/systems!

Enrolling in a program has to be extremely simple and respectful to customers time and personal data. Your customers can sign up in a simple manner by providing minimum info - e.g. just a phone number at the point of sale - while you can gradually collect more data if and when needed - this reduces the barriers of entry and builds up trust and comfort!

Your programs can progressively be shaped the way your customers want. Getting customer feedback is instrumental and can be made simple, fun and meaningful. For example, if you want to find out if they enjoy a specific offer, set the survey conditions via the **SMASH Actions** section in management portal, for customers to get an alert and give a quick star rating of their experience as soon as they complete a purchase that includes the specific offer!

**80% of businesses believe they provide excellent customer service but only 8% of the customers agree.**

(source: Forrester)

One size does not fit all. Card programs (e.g. Gift Cards) or Loyalty Programs can facilitate physical or digital cards to satisfy the customer's personal preferences or digitalisation readiness. Similarly, customers may choose to manage their programs via an app, a web portal, or in the old fashioned way of asking the cashier at the POS! You can define how to serve and engage with customers and they can enjoy exciting shopping experiences!



In the constantly changing commerce landscape, **SMASH** will prove to be a key asset and bring new opportunities. Through our 5 steps and 5 best practices approach, our team of **PHILOSOPHERS** ensure that programs fit well into your operations and act as your trusted partner for digitalisation, extensions and new ideas for ongoing success! Most importantly, your customers enjoy an exciting experience and your business simple and admin-less operations!

Audit current environment & practices and project desired services & experiences.



Deliver the program and jointly test and fine-tune to ensure technical and operational excellence.



Ongoing enhancements and custom new functionalities based on program success and your vision.

## WHY INVEST IN SMASH

- Single platform for multiple programs – digitalisation of your legacy or new innovative concepts
- Scalable and agile – supports your size & needs today and tomorrow
- Easy to start, pay-as-you-grow affordable SaaS commercial model

We craft cloud technologies that enable commerce and financial services through innovation and simplicity. Our solutions and services aim for an exciting consumer experience and a simple, admin-less and robust operation for your business. We specialise in the digital transformation of legacy in-store services and the omni-channel consumer engagement!



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