BASIQ/360°

Loyalty & Rewards Program

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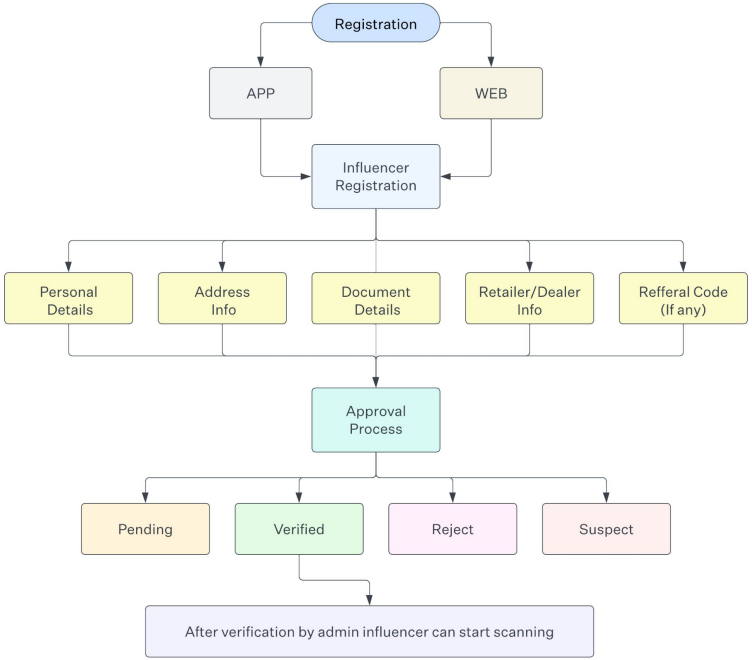
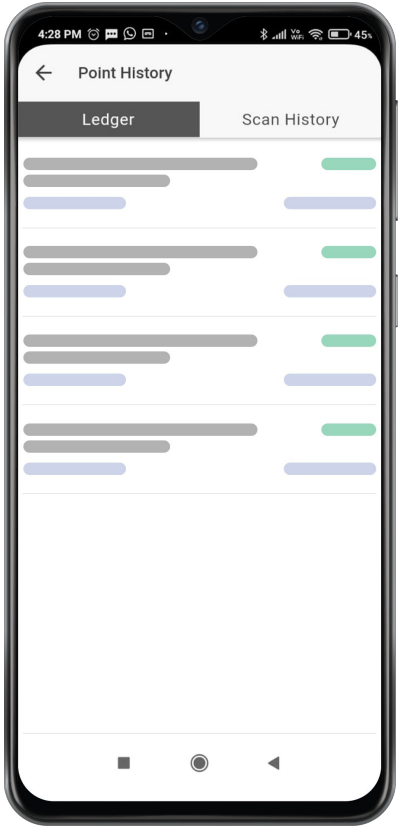
The Basiq360 Loyalty & Rewards Program represents a sophisticated digital solution aimed at fostering influencer loyalty and encouraging continuous engagement with brands or companies. This system leverages modern technology to create a platform where incentives are strategically used to boost customer retention and drive sales.

User Registration

The initial step in the Loyalty & Rewards Program involves a straightforward registration process. Here, influencers or potential loyalty members are required to provide essential information such as their name, address, and official identification documents. This step is crucial for establishing a verified account within the system.

Upon completion of this process, the application undergoes administrative review. Once the administrator changes the status from pending to approved, the individual officially becomes a part of the Loyalty & Rewards Program. This approval process ensures that only genuine and interested parties gain access to the program's benefits.





Points Accumulation

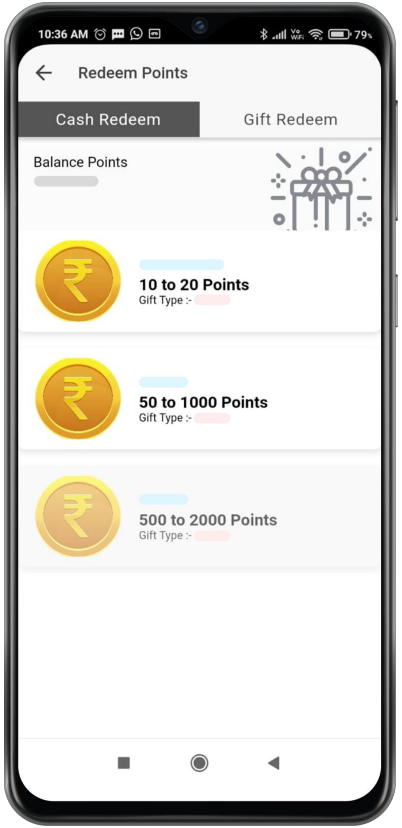
Influencer can accumulate points in various ways, significantly enhancing the versatility and appeal of the Loyalty & Rewards Program. For instance, scanning QR codes on products allows for immediate point accumulation, serving as an incentive for purchasing specific items.

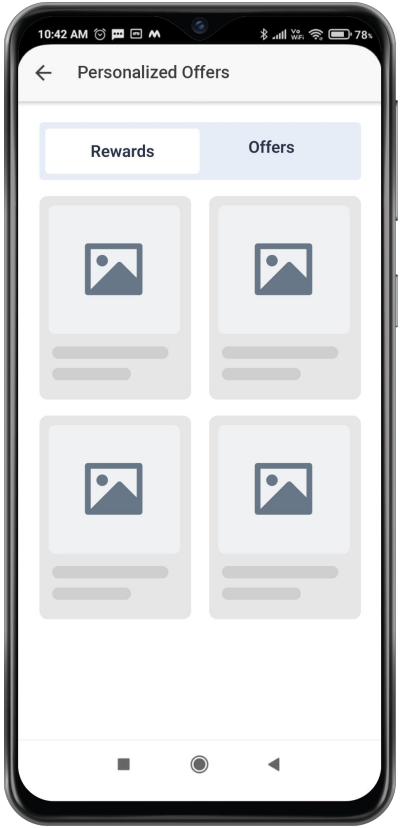
Additionally, the program may offer bonus points for certain actions, referral points for bringing new customers into the fold, and special points on occasions like birthdays and anniversaries. This multifaceted approach not only rewards purchases but also encourages engagement with the brand on multiple levels, fostering a deeper connection between the customer and the brand.

Reward Redemption

The accumulated points serve as a currency within the Loyalty & Rewards Program, which can be redeemed for cash or prizes. This feature is particularly enticing, as it offers tangible rewards for influencer loyalty.

The company can run various offers, allowing influencers to choose their preferred method of redemption. This flexibility ensures that the rewards are appealing to a broad audience, enhancing the overall effectiveness of the Loyalty & Rewards Program.





Personalized Offers

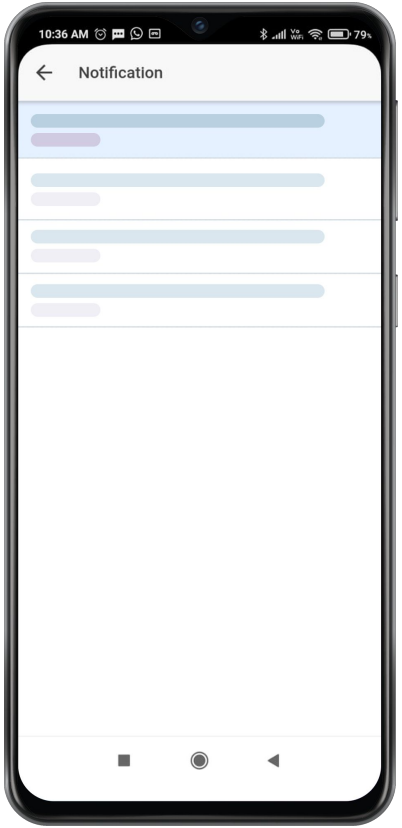
Tailoring offers to individual preferences is a cornerstone of modern marketing strategies. The Basiq360 system allows companies to present personalized discounts and offers directly through the application.

By analyzing purchasing patterns and member preferences, the system can deliver highly relevant offers to each user. This personalization enhances the shopping experience, encouraging repeated engagement with the brand.

Multi-Channel Integration

Recognizing the diverse landscape of modern retail, the Loyalty & Rewards Program is designed to operate across multiple channels. This integration encompasses dealers, retailers, and distributors, allowing members to earn and redeem points through various touchpoints.

Such a comprehensive approach ensures that the Loyalty & Rewards Program is accessible and relevant, regardless of how customers choose to interact with the brand.



Communication and Notifications

The Basiq360 Loyalty & Rewards Program incorporates a sophisticated communication framework that enables companies to directly engage with their influencers via the application. This feature is pivotal in maintaining a continuous connection between the brand and its most active participants.

Through the app, companies can dispatch targeted messages and notifications to individual influencers or specific groups, informing them of new promotions, special deals, upcoming product launches, and significant updates to the Loyalty & Rewards Program.

This direct line of communication is essential for fostering a sense of community and belonging among participants. It ensures that influencers are always aware of the latest opportunities to earn points and avail exclusive offers, thereby increasing their engagement and loyalty.

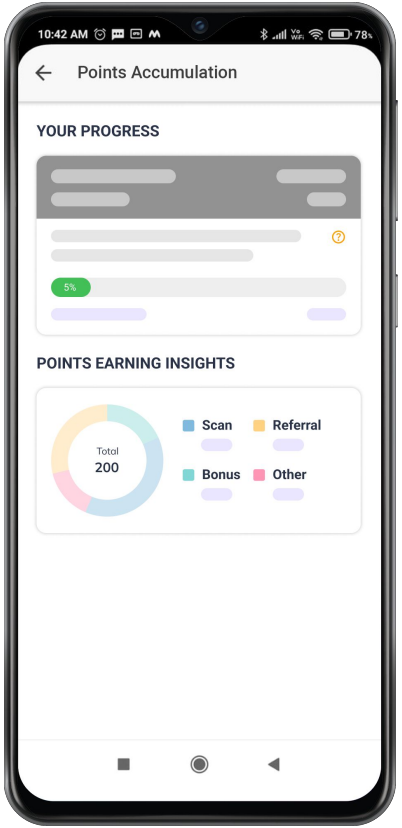
Additionally, the app can be configured to send personalized reminders to influencers about unused points or impending offer expiry dates, encouraging them to act promptly.

Analytics and Reporting

The analytics and reporting module of the Basiq360 Loyalty & Rewards System is designed to offer deep insights into customer behaviors, preferences, and purchasing patterns.

This data-driven approach allows brands to closely monitor the effectiveness of their Loyalty & Rewards Program, understand the factors driving repeat business, and identify areas for improvement.

By analyzing transaction histories, engagement metrics, and redemption rates, companies can gain a comprehensive understanding of what motivates their customers and how they interact with the brand across different channels.



This information can be leveraged to refine the Loyalty & Rewards Program, tailor it more closely to customer needs, and ultimately drive higher levels of participation and loyalty.

Furthermore, advanced reporting tools enable businesses to measure the ROI of their loyalty and rewards initiatives, providing clear evidence of the program's impact on sales and customer retention.

Brands can use these insights to justify further investment in the Loyalty & Rewards Program, adjust their marketing strategies, and enhance the overall customer experience.

In summary, the Basiq360 Loyalty & Rewards System plays a crucial role in helping businesses cultivate and sustain long-term relationships with their influencers. By offering rewards that resonate with their audience and using data to continually optimize the program, companies can ensure that their Loyalty & Rewards Program is an effective tool for enhancing brand loyalty, increasing sales, and driving repeat business.

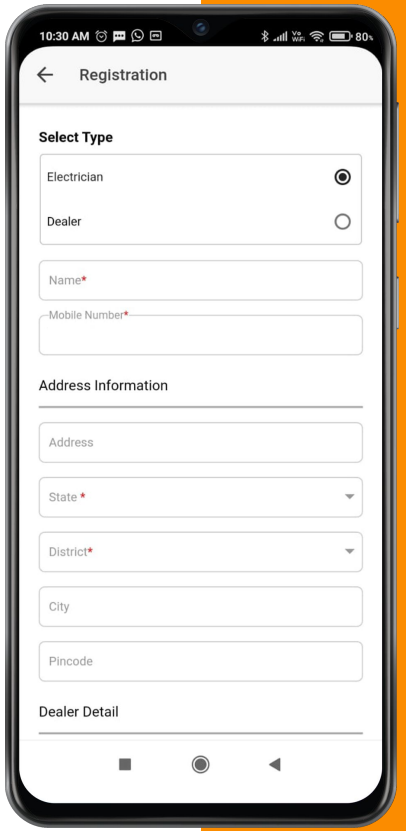
Through effective communication and the strategic use of analytics, these applications not only make shopping more rewarding for customers but also provide invaluable benefits to the businesses that implement them.

The process flow for Basiq360 Loyalty & Rewards Program is designed to be intuitive and engaging, encouraging influencers to participate actively and benefit from the program. Here's an expanded view of each step in the process:

Registration

The initial step involves the influencer downloading the loyalty application from either the Google Play Store or the Apple App Store, depending on their device.

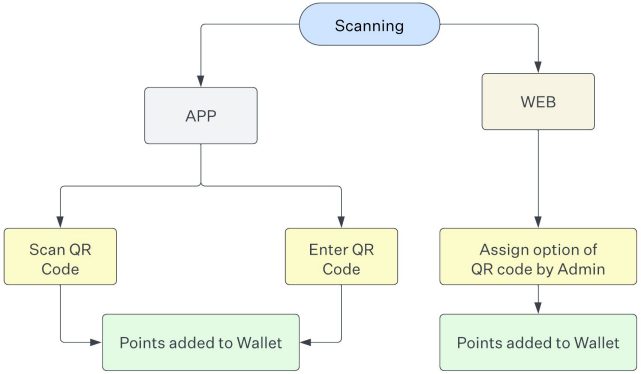
Upon installing the app, the user is prompted to create an account by providing essential personal details such as their name, address, phone number, and any required document information to verify their identity. This step ensures a secure and personalized experience within the app.



Once the registration form is submitted, the application undergoes an administrative review process. An admin evaluates the provided details and, upon approval, changes the user's status from pending to verified.

This transition is communicated to the influencer through a confirmation message and notification, prompting them to verify their account, thereby completing the registration phase and officially enrolling them in the Loyalty & Rewards Program.

QR Scanning



The application supports two primary mechanisms for point accumulation: QR code scanning and bill uploading.

- QR Codes Based Loyalty: In this scenario, influencers earn points by purchasing products branded with a unique QR code. By scanning the QR code using the app, points are instantly credited to their wallet, streamlining the process of point accumulation.
- Bill Uploading for Non-QR Based Loyalty: Alternatively, for purchases where QR codes are not available, influencers can upload their purchase receipts directly into the app. This option requires the influencer to capture and submit a digital copy of their bill, after which an admin reviews and verifies the request, leading to points being added to the influencer's wallet.

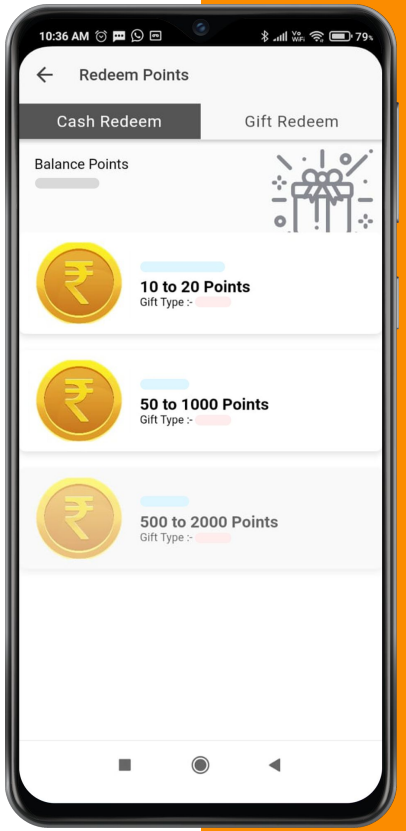
Redemption

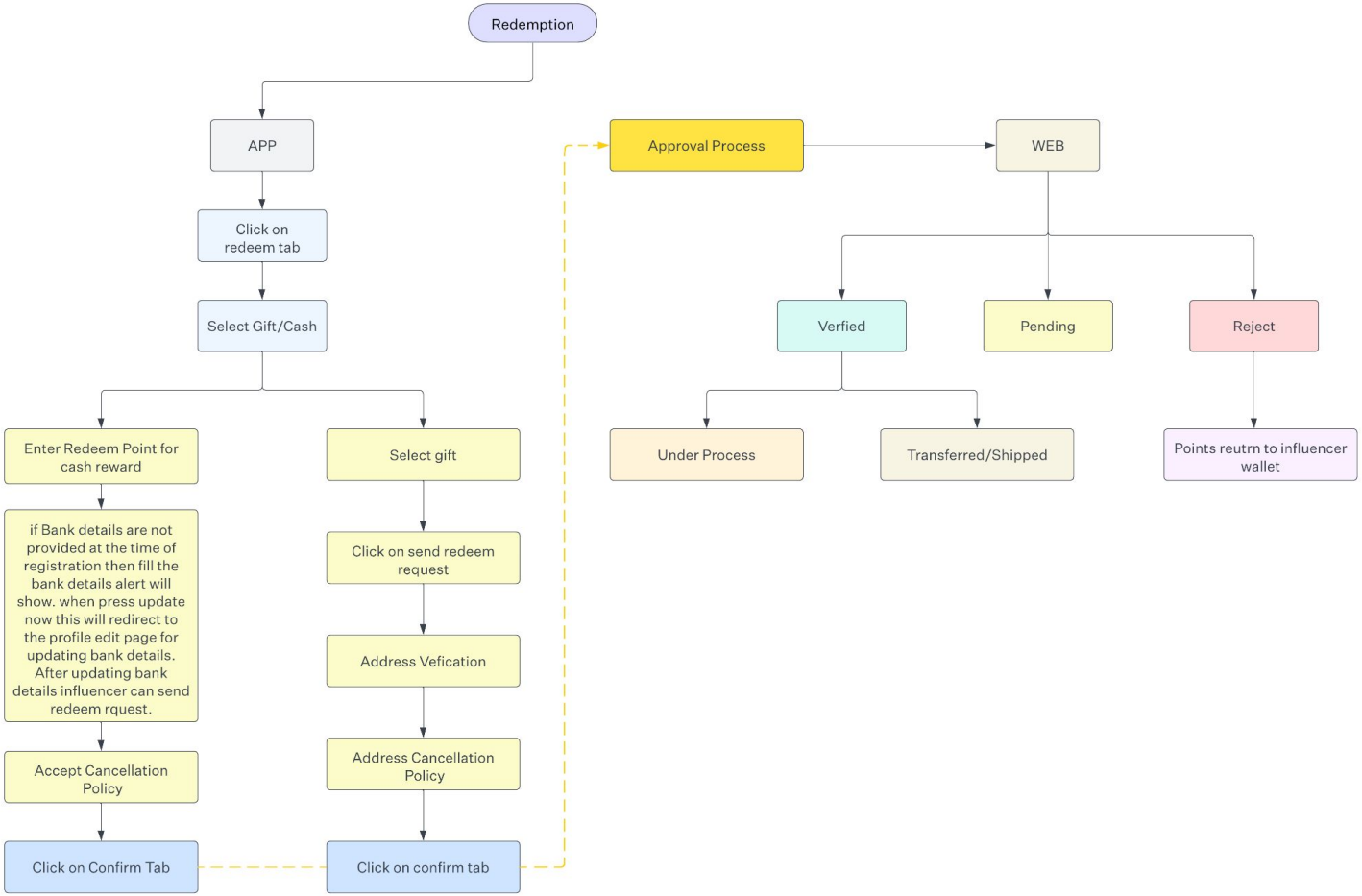
Upon accumulating a sufficient number of points, influencers have the opportunity to redeem their points for a variety of rewards. Within the app, they can browse through available offers and gifts, which may include cash rewards or physical gifts.

Selecting a reward triggers a redemption request process, where, depending on the type of reward chosen, the influencer may need to provide additional details:

- For cash rewards, bank details are necessary to process the transaction.
- For gift items, a delivery address must be specified.

In both cases, the influencer must agree to the terms and conditions before submitting their redemption request.




Redemption
APP
Click on redeem tab
Select Gift/Cash
Enter Redeem Point for cash reward
if Bank details are not provided at the time of registration then fill the bank details alert will show. when press update now this will redirect to the profile edit page for updating bank details. After updating bank details influencer can send redeem rquest.
Accept Cancellation Policy
Click on Confirm Tab
Select gift
Click on send redeem request
Address Vefication
Address Cancellation Policy
Click on confirm tab
Approval Process
WEB
Verfied
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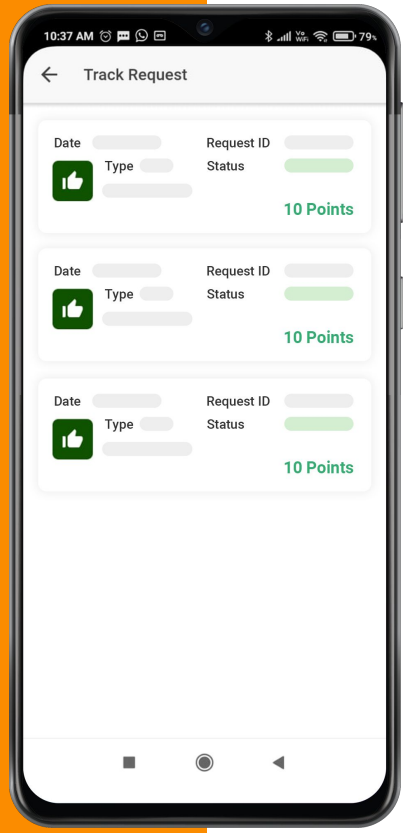
Reject
Under Process
Transferred/Shipped
Points reutrn to influencer wallet



Track Request

To offer transparency and keep influencers informed about the status of their redemption requests, the application features a tracking option. This functionality allows users to monitor their request from the moment of submission through to verification and final receipt of the reward.

This tracking feature ensures influencers are always updated on the progress of their redemption requests, enhancing trust and engagement within the Loyalty & Rewards Program.

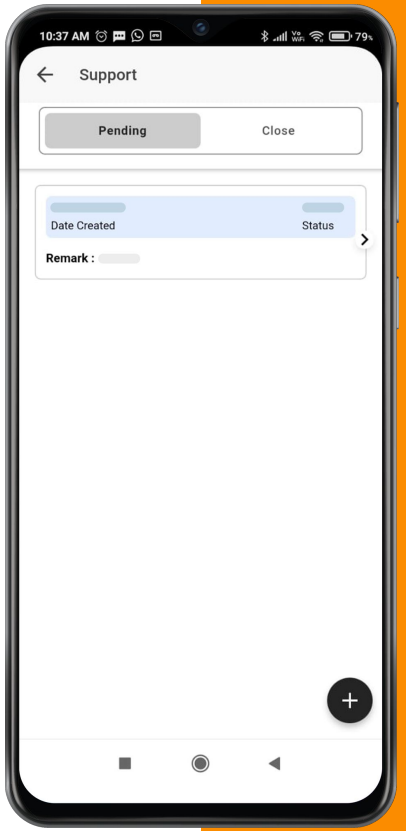
Overall, the process flow of the Loyalty & Rewards Program is structured to foster a seamless and rewarding experience for influencers, encouraging continuous engagement and loyalty to the brand.

Support

The Support Tab is a critical feature within the Basiq360 Loyalty & Rewards System, providing a direct line of communication between the influencer and the company's support team. If an influencer encounter any technical difficulties, such as issues with QR code scanning or general application malfunctions, they can quickly report these problems through the app.

Upon submission of a complaint, the issue is promptly received by the administrative team, who are then responsible for initiating contact with the influencer to resolve the matter efficiently.

This feature not only facilitates a smoother user experience by addressing concerns and technical glitches promptly but also strengthens the relationship between the brand and its community by demonstrating a commitment to user satisfaction and support.



Survey

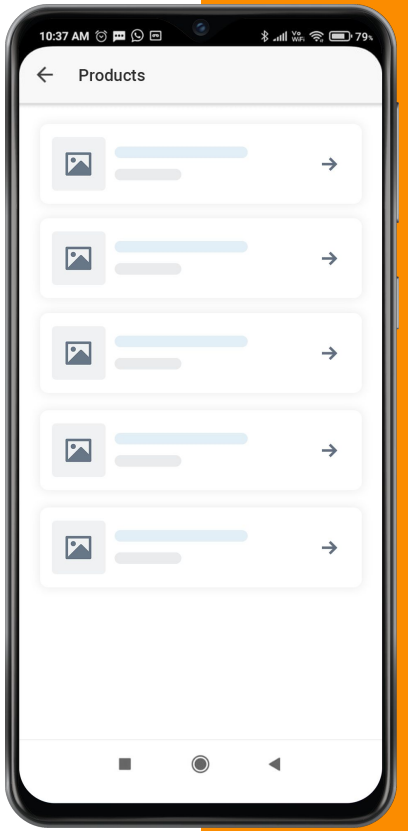
Periodically, the company may conduct surveys accessible through the loyalty application. These surveys serve multiple purposes, including gauging customer satisfaction, collecting feedback on products or services, and understanding the preferences and needs of the influencer community.

Participation in these surveys is encouraged, as it provides valuable insights that can help shape future offerings and improvements to the Loyalty & Rewards Program. It also offers a platform for influencers to voice their opinions and contribute to the brand's development.

Products

Within the Loyalty & Rewards Program, a dedicated Products section allows influencers to browse through the comprehensive listing of items offered by the company.

This area includes detailed information on each product, such as descriptions, pricing, available sizes, and high-quality images. This feature not only aids in the decision-making process for potential purchases but also enhances the overall shopping experience by making it more informative and engaging.



Contact Us/About Us

The loyalty application includes a Contact Us/About Us section, providing influencers with easy access to essential company details. This includes contact information, allowing users to reach out directly with inquiries, feedback, or additional support needs.

The About Us tab offers a deeper insight into the company's history, mission, values, and vision, fostering a greater understanding and connection between the brand and its community. Additionally, links to the company's website and social media profiles are available, enabling influencers to explore further and engage with the brand across multiple platforms.

Videos

A Videos tab within the app allows influencers to view a variety of content related to the company's products, including promotional videos, installation guides, and instructional content.

This resource is invaluable for influencers seeking a deeper understanding of the products, their features, and how to best utilize them. It enriches the user experience by providing engaging and educational content directly within the loyalty application.

This comprehensive flow from registration to redemption, supported by features like the Support Tab, Surveys, Product Listings, Contact Information, and Videos, ensures that the journey of an influencer within the loyalty application is both rewarding and engaging.

It encapsulates the essence of a well-rounded Loyalty & Rewards Program designed to enhance customer engagement, provide value, and build lasting channel relationships.

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