

# 31 UDS function for your business



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## **Bonus program**

Set the reward rate for purchases. For example, you've set 10% reward, a customer spends \$10 and gets 10% in points, in this case – 1 point.

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## **Reward levels**

Create and name several reward levels. For example, Base – 10%, Premium – 15%, VIP – 20%, etc.

For each level, set an amount which customers shall accumulate for the level to be automatically upgraded. For example, if a customer spends \$50, the level would be automatically upgraded to Premium.

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## **Welcome points**

Reward customers for downloading the app.

For example, a customer downloads the app and gets 10 points which can be immediately redeemed in your company.

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### **Rewards for recommendations**

Reward customers for inviting friends.

For example, you've set a 10% reward for recommendations. It means that a customer receives 10% of the bill amount of each invited friend.

This reward can be set up to the 3rd level. For example, level 1 – 10%, level 2 – 2%, level 3 – 1%. It means that a customer gets 10% from the friend's purchase, 2% from the purchase of the friend's friend (level 2 friend) and 1% from the purchase of the level 2 friend. Also, there is a possibility to set a fixed reward rate for recommendations. For example, reward your customer with 10 points after effective recommendation (when a friend made a purchase).

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### **Percentage of the bill payable with points**

Set the percentage that can be paid with points.

For example, maximum 50% of the bill amount can be paid with points.

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### **Accrual of points by phone number**

A customer can provide a phone number to collect points. To redeem those, the customer shall download the UDS app, link the phone number to the account and make a purchase by the customer's code (6 digits).

**7****Validity period of points**

Set the period (for example, 3 months) upon expiry of which all collected points will disappear. Also, the functionality allows extending the validity period of points, for instance, for another 3 months after the made purchase.

**8****Accrual period**

Set the period when points will be accrued after the payment (for example, in 2 weeks after purchase).

**9****Suspicious activity**

Specify the number of transactions per day, excess of which will be considered suspicious.

For example, a customer usually makes 2 transactions in one day. If the customer makes the third one, the system detects suspicious activity.

**10****Digitized customer base**

Customers making the first purchase or entering the company promo code in the app are automatically added to the customer base in UDS Admin.

Monitor information about their purchases, history of points accrual, feedback, recommendations, and status.

**11****Transactions history**

History of transactions includes the following: date and time of the purchase, bill number, name of the customer, name of the cashier, branch address, amount of the purchase, number of redeemed points, feedback.

## **12 Statistics on customers**

Check the total number of customers, their gender, average age, number of customers who made purchases, total number of points that customers have, registration dynamics, etc. Also, filter customers by these given parameters.

## **13 Statistics on transactions**

Check total paid amount, number of redeemed points, average bill amount, transaction dynamics, etc. Also, filter transactions by these given parameters.

## **14 Customer rating**

Make a customer rating by parameters: who made the most purchases and who recommended your company more often.

## **15 Customers per levels**

Monitor recommendation marketing performance.

## **16 Feedback (service quality assessment)**

After each purchase, customers are able to rate the service and leave comments. This feedback is displayed in UDS Admin. Reply to the comment with a message.

## **17 Instant messaging with customers**

Customers are able to contact the company directly via the app. Enter into a dialogue with them.

## **18 Manual accrual of points**

Accrue points to a certain customer or group of customers manually.

For example, select customers by gender: choose female and congratulate women with International Women's Day by writing a message and gifting points. All female customers will receive push notifications with compliments and gifts.

## **19 Birthday calendar**

Calendar with birthdays of your customers is automatically created.

## **20 Automatic accrual of birthday points**

Configure greetings on customers' birthdays automatically. Write birthday wishes and send points as a gift. Depending on settings greetings may be sent several days before the birthday (3 days, for example).

## **21 Statistics on employees**

Check statistics on employees who perform transactions in UDS: conducted transactions, invited customers, balance, and KPI settings for personnel.

## **22 Personnel motivation, KPI**

Set parameters, for example, a number of performed transactions and average bill for the system to automatically estimate personnel efficiency.

**23****Items payable with points**

Make a list of items that can be purchased only with points. For example, this can be merchandise.

**24****News posts**

Create news posts to be displayed on the company page in the mobile app.

**25****Push notifications for news posts**

Send push notifications for posts on the company news.

Send push notifications to all customers from the base, or filter them for push notifications to be sent to a certain group of people.

**26****Traffic sources**

Create various promo codes to estimate efficiency of advertising and traffic sources.

For example, create a specific promo code for Instagram and monitor how many Instagram users have become your customers and how much they have spent on your goods or services.

**27****Price list**

Create a price list to be displayed on the company page in the app.

**28****Online orders**

Customers are able to place orders online via the app. Orders are displayed in UDS Admin. When the order is complete, points will be credited to the customer's balance.

**29****Online payment**

Customers are able to pay online with a credit card directly via the mobile UDS app.

**30****Managers**

In UDS Admin add managers with different access rights.

**31****Open API for integration**

Open API documentation ensures integration with POS and CRM systems. Also, there is a possibility for integration with online platforms and online stores.