



**Rethink rewards**

# Welcome to a new way to send your cards and vouchers

Yes we are talking about the world first!



Tapping on the new marketing trend

# SoLoMo

Social



+

Local



+

Mobile



## What is Poket?

Other than it being the next big thing!



Poket is the **only solution** that allows you to issue your branded loyalty card or voucher from one mobile device to another seamlessly, using Poket patent filed SPE technology.

You can issue your card or voucher using a mobile device, and/or allow consumers to directly download within the app.

A paperless experience that leave your customers wanting more!



## How can Poket grow your business?

Other than bringing customers flooding through your doors!

Poket can help grow your business in 3 distinct ways:

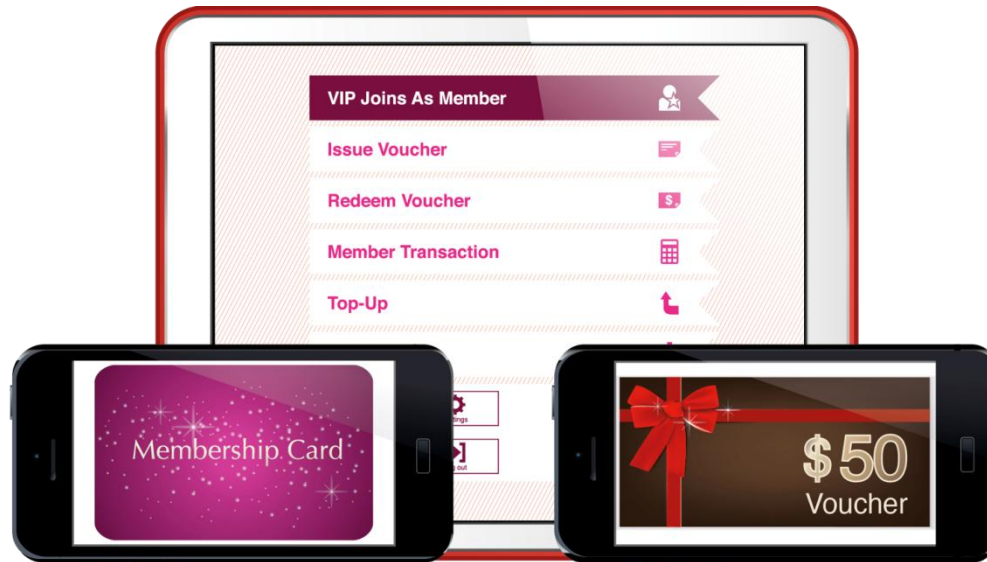
**1** **Acquire tons of new and loyal customers**  
Signing up a new member takes only seconds.

**2** **Retain your existing customers**  
It's a new, fun and engaging experience.

**3** **Increase revenue with greater loyalty**  
Tailor your rewards to get that repeat visit now.

# 1 Acquire tons of new and loyal customers

Signing up a new member takes only seconds.



Now you can turn every walk in customer into your lifetime loyal customer easily!

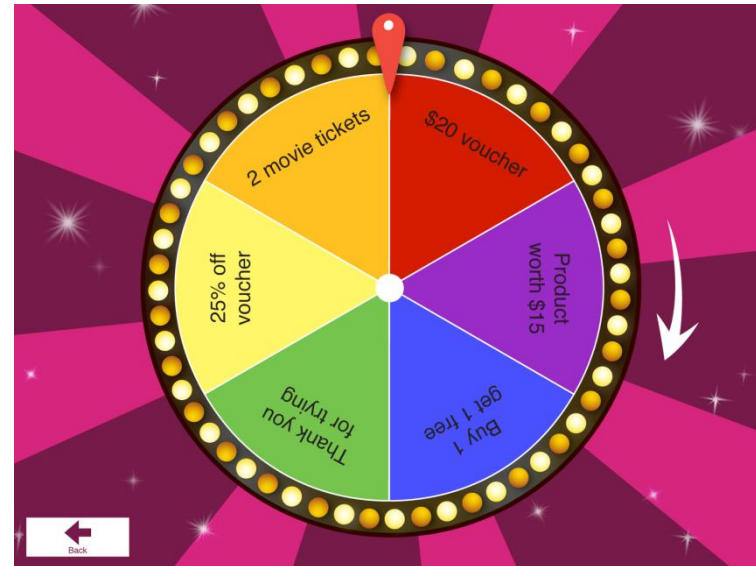
As a new customer visit you, your staff only take 1 second to tap on the tablet for consumers to

1. Join your fan club programs to get the latest news about your promotions or new products
2. Sign up as your members (eg: stored value card, points card, multi-tier cards, check-in card etc)
3. Receive your vouchers for next visit purchase

With minimal effort, you have data of these customers instantly like their name, date of birth, email, and etc. Your customers can post on Facebook to create viral marketing. You can push news and vouchers to these fans/members any time you want. It's cool! It's fast!

## 2 Retain your existing customers

It's a new, fun and engaging experience.

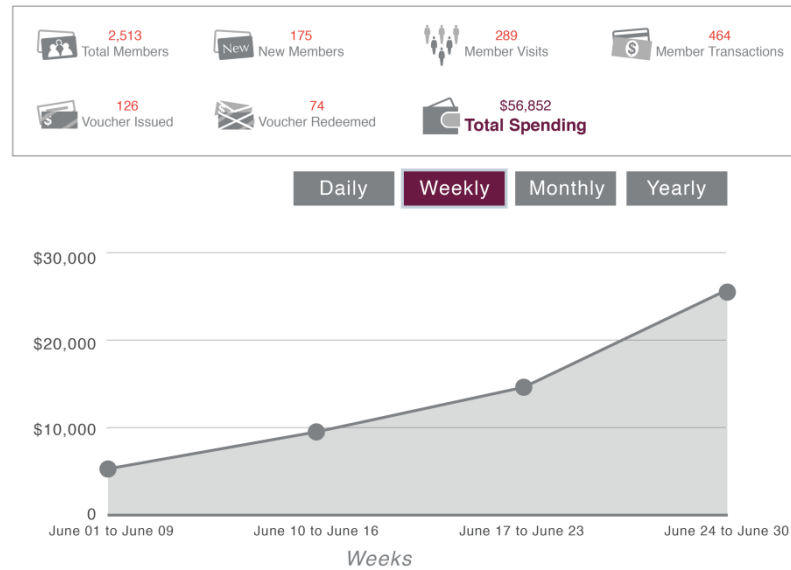


### Irresistible reasons for customers to spend at your store & keep coming back:

1. Automatic sending welcome voucher to your new customers
2. Automatic sending birthday vouchers to your customers
3. Send vouchers to your targeted customers directly
4. Rewards vouchers for customers who met points criteria
5. Vouchers placed on app to attract first time new customers
6. Exciting spin wheel for your high spending customers

# 3 Increase revenue with greater loyalty

Tailor your rewards to get that repeat visit now.



With Poket detailed dashboard (daily, weekly, monthly, yearly) , you can execute targeted marketing more effectively. Some statistics include:

- new customers joined
- transaction value per customer
- number of vouchers issued/ redeemed
- types of loyalty card issued

You can market to selected group of membership type or voucher type. Example, you can send different promotion messages to different group of membership cards or vouchers holders. You can even push voucher directly to your customers smartphones.



## Types of members/club program



### Key objectives & benefits for members/club program

(minimum manpower)

✓ Automatic birthday vouchers for relationship building and repeat visits

✓ Facebook viral marketing for every transaction or activity

✓ Collect consumers data in seconds

#### 1. Simple Membership Card / Fans Club

Are you giving discount for certain credit cards or Passion cards holders for spending beyond a certain amount? Will you be willing to give the same discount like you already do, but this time also gathering data of these consumers for your future marketing? If yes, then issuing your branded card is an ideal solution.

#### 2. Point Rewards Card

Rewarding your customers based on points accumulated is easily done with Poket technology. And the best thing is, your customers can track the points on mobile and even redeem instantly on mobile.

#### 3. Stored Value Card

Wow! This is one of our clients favorite – collecting money upfront and deducting value digitally. A win-win for all!

#### 4. Check-in Card

DIY platform fun for consumers to use

Reward your customers based on visits, and it is a

#### 5. Multi-tier Card

Poket multi-tier card solution

Automatically upgrade your customers card/club type with

## Types of voucher / ticket programs



1. Welcome voucher
2. Birthday voucher
3. Points reward voucher
4. General voucher
5. Ticket

## How can your customers benefit?

Other than being showered with the rewards they deserve!



Poket can shower your customers with love in 3 ways:

1. Give them back their time. Your customers only ever need to give their details once at sign up – then never again!
2. Your customers have a new, fun & engaging experience with your brand & your sales team.
3. Your customers can receive your ad-hoc promotion, time limited vouchers, welcome vouchers, birthday rewards from you, and feel the extra love from you.

## So how does Poket work?

Other than it being as easy as abc!

Your customers start by downloading the free App onto their smartphone.

They will then be asked to sign up and are given a personalised QR code.

To receive your membership card they can either download it from within the App or directly from your tablet.

Then, to use your card or voucher, your customer simply selects your card, turns their phone sideways so their personalised QR code appears and then they scan your tablet at your counter. If your customer is using Apple Passbook feature, your loyalty card and voucher will automatically appear when your customer is near your store.

It's really that simple!



## Why should I choose Poket?

Other than because it's clearly cool!

Hear are 6 truths you need to know about the power of Poket:

1. It is by far the simplest and easiest way for you to start a powerful loyalty program for your business.
2. It is a very cool way for you to expose your brand to potential new customers. A truly paperless shopping experience with your brand.
3. It is the simplest way for you to track your customers spending and visits, and for you to communicate with them directly.
4. Poket will enhance your brand's image. No loyalty program has come close to being so digitally advanced as Poket technology.
5. It's affordable. For a nominal yearly subscription, you can issue unlimited quantity of loyalty cards and vouchers. With the Singapore Government PIC grants and PIC bonus schemes, your company could be using Poket technology for FREE!
6. And it is truly fun and engaging.

## Marketing Activities



- 1. Promoters**

you kick-start your card, club, or voucher programs. Let us help you to grow your database!

Poket has a team of trained promoters to help
- 2. Marketing collaterals**

itself and attract more consumers for your business.

Let our attractive marketing collateral speak for
- 3. Exhibitions and road shows**

CommunicAsia, SCCC SME Conference, HCS 360 Summit, STGCC (known as coolest event of the year), and Comex.

Poket is involved at several exhibitions from
- 4. Flash mob, sandwich board and header board advertisement**

Yes, Poket will be on the road. Our recent presence was at Comex.
- 5. Google & Facebook advertisements**

attract more consumers, and soon on Facebook.

Poket advertises on Google to
- 6. Lucky draws**

draws is in the pipeline, and prizes will come from Poket to reward consumers. This entice customers to shop with you, spend at your shop, and most importantly join your program.

Lucky

## Marketing Activities



### 7. Advertise on newspapers

Poket is a finalist at SiTF award, an award by a government agency for technology innovation. The newspaper coverage should be on 11Oct'2013 (Friday) on Business Times. Poket selected clients shall be featured on this advertisement coverage.

### 8. Social media marketing

upcoming Facebook.

Poket shall help you to push your promotion on our

upcoming Facebook.



At STGCC, Poket promoters (in black with iPad) helping our client to sign up people to join their "information club"



At our client store, Poket promoter (in grey with smartphone) helping our client to get more new customers to be their members



At Comex, Poket sandwich board promoters getting more new customers for our clients



## How others view Poket technology?

Other than seriously impressed how convenience it is



Dr Yaacob Ibrahim, Singapore Minister For Communications and Information, and group of overseas delegates had specially made a special visit to Poket booth at CommunicAsia 2013, Marina Bay Sands.

All were impressed by Poket invention, and excited about going paperless.

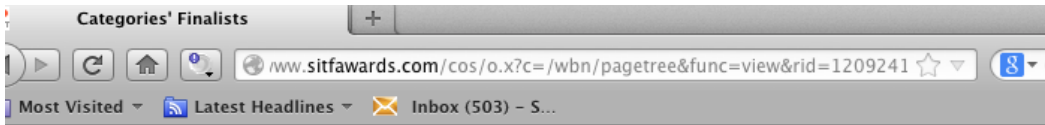
Poket was featured on CommunicAsia News as well.



Poket technology was being interviewed by UK media.



# Poket innovation recognized by Singapore infocomm Technology Federation (“SiTF”)



## Infocomm Productivity

Name of Organization	Name of Product/Application
Housing & Development Board	SE CAD Structural Engineering Software
Innova Primary School	Education
<b>Poket Pte Ltd</b>	<b>Poket. Rethink rewards.</b>
Supreme Court Singapore	eLitigation System
Transit Link Pte Ltd	TransitLink Mobile Services
V3 TeleTech Pte Ltd	Mobile and Web based Regulatory Enforcement Solution

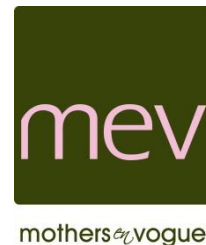


Poket shortlisted on SiTF Awards list alongside with HDB, Supreme Court, and Transit Link

Poket on Business Times, 14 Oct '13 technology for today's businesses

## Who have picked Poket?

Over 60 brands with over 100 locations



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So why not ...

**Pick POKET**

Feel free to contact us : [sales@pocket.com](mailto:sales@pocket.com) or  
call us anytime on +65 6438 4222