



About Bopzy

Bopzy is a service from Escher Interactive, which utilises a unique identity within a card, mobile phone APP or NFC device and offers merchants a fully integrated, managed solution which allows redemption of coupons (self-issued & 3rd party issued), full loyalty scheme management, digital receipts and cashless payments.

Bopzy is convenient and easy for your customers to use; Simple registration, balance protection, websites & phone apps to keep track of activity, digital receipts storage, available offer alerts & deal sharing via social networking.

Loyalty, couponing, prepay & digital receipts

- > Full Basket Analysis
- > Differentiated, localised or global promotions
- > Redemption at every touch point
- > Fully supported mobile and web Apps
- > Customised and relevant reports
- > Fully managed services/On line Admin portal

Increase your consumer base, promote products and keep your customers happy. Create partnerships to target new & existing customers.

The NFC Phone integration is a very important aspect of this service as all the mobile operators are currently planning the launch of NFC services.

Measure campaign effectiveness

- > Mobile Operators
- > Consumer Brands
- > Social Networking Sites
- > Coupon Apps & daily deal sites
- > 3rd party Retailers

Know your Customer



Get Connected

- > Push offers direct to customers Bopzy ID
- > Send personalised SMS & Emails
- > Engage via social networks
- > Go viral with coupon sharing
- > Interact with your consumers and build brand personality



Consumer insight

- > Full basket analysis
- > Tailored reports for relevant information
- > Identify real trends
- > Influence customers with targeted campaigns
- > Understand & measure redemption patterns
- > Use social networks to learn about habits & preferences



Embrace social commerce

- > Offer full visibility for customers with online & mobile App accounts
- > SMS, Email, Facebook, Twitter; Let them decide how to be contacted
- > Hear their feedback, encourage interaction & empower them

What Can I do with Bopzy

Loyalty

Get a deep and comprehensive understanding of your customer base by learning about them each time they transact.

Run multiple offers concurrently to maximise effectiveness. Configure rules centrally via a secure on-line portal to access, review and adjust as necessary.

Tailor programmes based on Product Loyalty

- > Spend amount
- > Product loyalty
- > Visit frequency
- > Spend thresholds
- > Special occasions

Coupons

Target a selected audience, see accurately what was redeemed and by who, when they redeemed and what purchases were made during the transaction.

- > Promote a new product
- > Reward repeat purchasers
- > Attract new customers
- > Reactivate lapsed customers
- > Upsell customers

Prepay

Lock in customers, reduce queues and enhance convenience for your customers with Bopzy's prepay solution.

- > Disposable & reloadable cards
- > Corporate entertainment
- > Fast transactions

Digital Receipts

Enable your customers to capture, store and sort receipts digitally using their Bopzy ID. Transaction data is saved as a digital receipt which the user can access online or on their App.

- > Environmentally friendly
- > Increased efficiency
- > Customer convenience

