

MCV-CAP LOYALTY

Details on www.etoxx-software.com

SOFTWARE - CUSTOM-MADE SOLUTION

Our software solutions team around Egon Putzi has been able to develop milestones in the areas of banking, loyalty, cashless, digitization and NFC-based system solutions in the last 4 years with the support of an expert team.

Based on these milestones and the enormous experience of our core team in collaboration with our partners, we are well prepared to lead your business into the digital age and adopt the system solutions to your needs.

More details on www.etoxx-software.com

Our customer clubs & loyalty systems in combination with online marketing partners!

Through our individual customer loyalty programs you optimize & simplify your regular customer setup. Winning a new customer can be very expensive, in contrast, converting a customer into a regular customer is cheaper and more effective. For this purpose, the daily work in dealing with the customer is facilitated. This and much more contributes to the increase in sales of your company.

Online business has become indispensable today, which is why we have built the bridge between online and classic commerce. We offer the most cost-effective solution on the market, and today thousands of shop partners trust in our solutions!





Loyalty Module

Consumers are tired of collecting points with loyalty cards because they know that they get very little benefit! According to documentation, points systems often require € 2000 or more to be consumed in order to receive discounts or gifts of a few Euros. With our customer card branded for an individual shop, the your customer receives a EURO bonus on his customer account for every consumption. Thus he collects credit through his daily expenses as with an electronic money box and can redeem this with all shop partners. The card branded on this shop reminds him of this shop again and again, even in other partner shops.

- We advise you about the different ways to use your existing hardware at the point of sale
- Millions of highly encrypted real-time transactions per month
- Multilingual and multi-currency capable
- Loading of credit on the cards
- Extensive evaluation and control center
- Automatic settlement between different dealers/participants
- Collect bonuses even when shopping online
- Low training effort - same procedure as with normal card payment
- Reduced manipulation fee compared to paper vouchers
- NFC contactless via card and/or smartphone



City Bonus

True to the motto "Don't go on, buy in town", we have found a solution for cities and municipalities to strengthen regional purchasing power in the long term. A city/community card as a branded "value card" with infinite advantages becomes a "value card" via the bonus on consumption in the shops!

After payment of the invoice amount, the bonus is posted to the customer's account in real time. This bonus can be spent by the customer e.g. for parking or driving by public transport or taxi. App solutions provide information about credit status and purchases at any time, but also about other information (e.g. blood group, allergens etc.). Using the integrated NFC function, the customer can even unlock his front door, go skiing, visit a match at his favorite football club, go to the opera and much more!

We offer you these possibilities for a low ticket price and low transaction fees!



Tourism Solution

The hotel room card merges with the modules of the loyalty card.

With the hotel card, guests can shop at nearby hotels and use access systems (ski lifts, golf courses, etc.) or use public transport or taxis. The bonus collected can be deducted from the hotel bill or the guest takes the bonus with him, spends it at other partner shops or saves the credit for his next holiday at this hotel. With this optimal solution for a "guest retention system", one can keep up to date with the guest's "holiday behavior". If a guest should fail to arrive, an electronic voucher via our system can be sent to bring him back during his next vacation to this place!

- Integration into the "Room-Key-System" possible
 - Can be redeemed across industries and cities
 - Voucher card in company design
 - Electronic transaction overview
 - Cards are rechargeable
- Get discounts every time you redeem your tickets
 - No costs for the guest
 - No bank account necessary
 - No risk of loss - simply block card
 - NFC function (e.g. for access systems etc.)



Mobility & More

We use and integrate leading software solutions that enable communities and regions to achieve sustainable mobility connectivity and build integrated mobility services on a mobility platform.

With the bonus system illustrated in your benefit club, the mobility behavior in the community/region can be motivated and optimized. The mobility concept is designed to compensate for existing gaps in regional mobility provision in a flexible and needs-based manner and to enable the nationwide expansion of public transport services.

The aim is to secure mobility services in rural communities & associations of communities/regions in order to offer regional mobility to people who cannot or do not want to afford mobility with their own car, who live in sparsely populated areas or who are excluded from mobility for other reasons.

The special focus on the common good is on maintaining and safeguarding the basic functions of existence (shopping, health, public authorities, etc.), promoting social inclusion (visits by relatives, education, sport, events, etc.), ensuring accessibility in rural areas, increasing economic efficiency and optimizing the costs of the regional community.



Mobility & More

How it works

All business enterprises in a region contribute to the integrated mobility concept with discounts on purchases by citizens and additionally receive the advantage of a customer loyalty program.

The regional community thus forms an advantage club:

- *Operator: One or more municipalities, cities, etc.*
- *Carriers (taxi, bus, train, car rental, car sharing, carpooling)*
- *Commercial enterprises (acceptance points)*
- *Advertising partner: The advertising label of the advertising partner is applied to the vehicles (cars, buses, etc.).*
- *Regional supervisor of the mobility concept (lead municipality or association - such as GoMobil)*
- *Citizens (users)*

The operator with the carrier is the initiator of a regional mobility concept and negotiates the basic costs with the transport company and the bonus rates with the local business enterprises (acceptance point). The bonus (discount) is converted into kilometer values. The citizen (user) is mobilized with this value. The acceptance points and the transport companies are equipped with an app solution, which provides the user with an overview of the charge and debit entries. This function provides an overview of the cost/benefit ratio, and children/young people are mobilized in a targeted manner (the parents keep track).

- Mobility & More also includes a parking management function for paying parking fees.



Digital Shopping Voucher

Electronic vouchers on the card make it very easy to save the time-consuming production and handling of the usual printed vouchers! Upload only the graphic of your voucher, no matter if product voucher or EURO voucher, as well as the actual voucher onto a card and hand it over to your customer. This card can also be a regular customer card with all modules from our product range!

- Can be redeemed across all sectors in Austria or - if desired - only in your shop or region
- Traceable through electronic billing
- Rechargeable cards in your individual design
- When redeemed, the customer receives great discounts again that increases the credit and consequently binds the customer to your business
- Enormous advantage over handling to paper vouchers
- No bank account necessary
- No risk of loss - simply block card if lost



Digital Employee Voucher

With these vouchers, entrepreneurs can thank their employees for the good cooperation - as an extra and tax-free for both sides! Non-cash benefits are free of wage tax and social insurance up to a maximum of € 186 per employee & year! Vouchers are among the most popular gifts here, as monetary benefits are always taxable!

Compared to conventional paper vouchers, the "electronic voucher card" is much easier to handle and offers the most effective solution in the area of employee vouchers, if desired with all other offered modules.

- Can be redeemed across industries and cities
- Voucher card in company design
- Electronic transaction overview
- Cards are rechargeable
- Get discounts every time you redeem your tickets
- No costs for employees
- No bank account necessary
- No risk of loss - simply block card
- NFC function (access system, time clock etc.)



Marketing Strategy

According to the motto "Know your customer" our focus is on the correct target group control. By analyzing past transactions and the cardholder's purchasing behavior, we can effectively support marketing activities.

- Personalized news via app (push notifications), SMS and email
- App informs about special bargains in the surrounding area
- App can also provide further information if required (e.g.: blood group, allergies, accident police ...)
- No bank account necessary
- Free of charge for the end consumer



Stadium Management

Our system enables complete cashless management of a stadium. Our cards can be integrated into existing access systems using the latest NFC technology. Instead of equipping visitors with tickets, NFC cards are issued or existing NFC devices (smartphones, wristbands, etc.) can be used. With the same NFC devices people can buy fan merchandise or pay at the stadium restaurants. Customer loyalty is achieved by integrating surrounding shops or shops associated with the club. With defined shop partners, the stadium visitor can recharge his customer account and does not have to stand in queues at the stadium cash registers. This creates a win-win situation between the club, the stadium visitor and the associated shop partners.

- Increased sales through cashless payment and faster processing
- No cash at the POS (error source avoidance and more security)
- No queues at charging stations, as the visitor already appears with the card charged
- Simple operation of the terminals
- Transparent processing via terminals and apps
- Secure administration, since credit is not stored directly on the card, but is encrypted in real time by the system and cleared
- Member value added system through benefits for partner companies
- Growth in members and sponsors through the value-added system
- Synergy effects for association, sponsors and members



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