HYCARDS

Platform for customer loyalty management through electronic payment tools for banking and business.

WHAT IS IT?

Integrated, flexible and customizable platform for Customer acquisition and retention, at the center of a multi-channel strategy (B2B and B2C), oriented towards long-term business.

WHAT DOES IT DO?

Hycards enables you to manage customer loyalty, also through mobile apps: fidelity and multi-function cards, e-coupons and fuel cards, loyalty programs and cashback, marketplace.

HOW DOES IT WORK?

DEDICATED MERCHANT AREA

· CMS and integrated workflow

· Physical/virtual products' catalog

· Customized price lists

· Back-Office for order management

· Clients' cluster definition

· Promotional actions vs Clients

COMMUNICATION

· Omnichannel campaigns (WEB, APP, events)

· Direct e-mail campaigns

· Data analysis and market trend indicators

## DESIGN

· E-commerce platforms

· Multi-channel Click & Collect and Buy & Collect

· Integration with ERP, payment & reporting
  systems, Loyalty/Couponing/Cashback

· Integration with logistics services

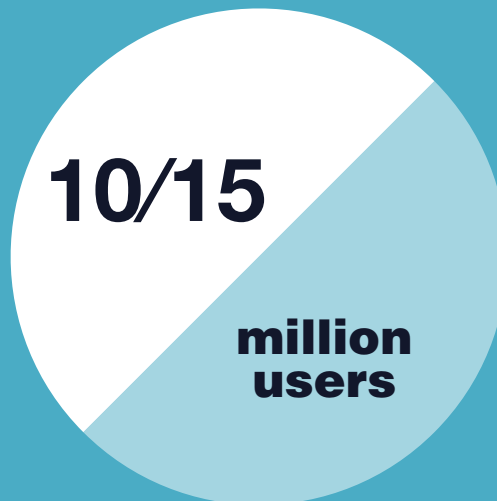· Digital Invoice and Document Management

DEDICATED CUSTOMER AREA (BUSINESS/RETAIL)

· Client registration

· Product catalog consultation

· Order history

· Loyalty and Cashback position

· Profiled offers

DIGITAL FINANCE: PORTFOLIO MAP

WHERE DO WE APPLY IT?

20

Clients

10/15

million users

7

Areas
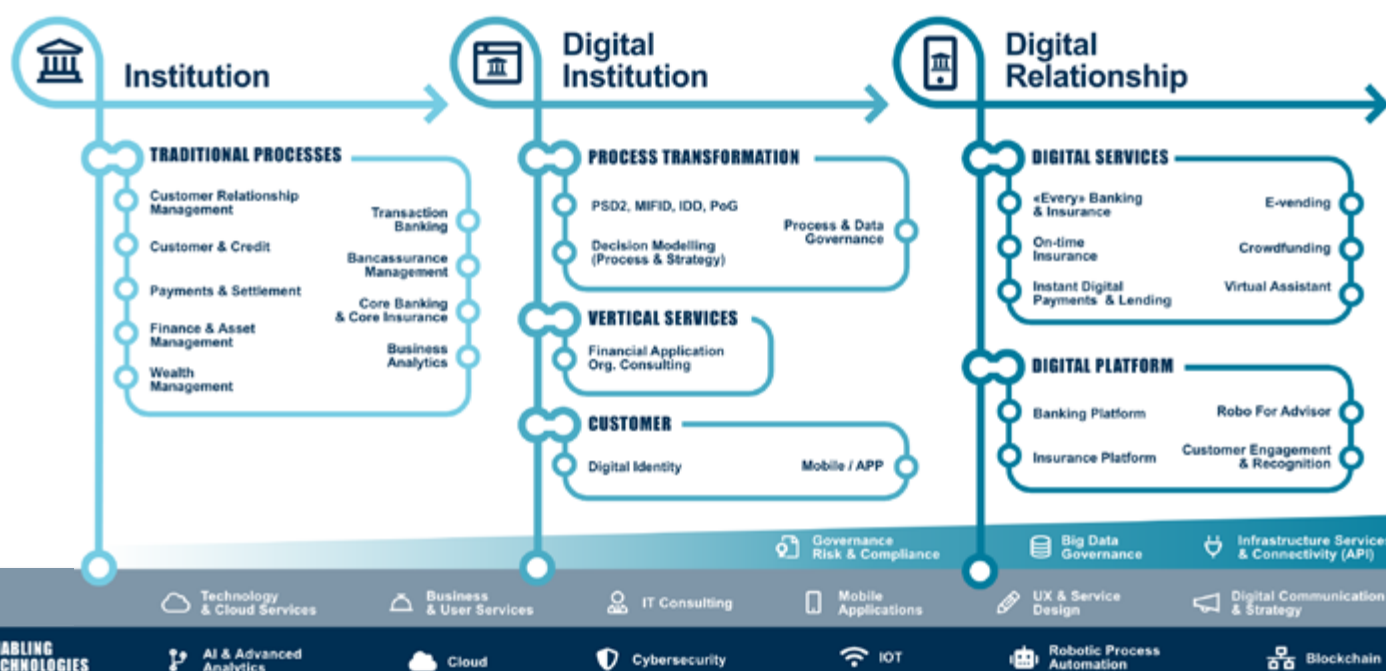
- **Petrol**
- **Energy**
- **Natural shopping centers**
- **Large Retail Organizations**
- **Banking**
- **Marketplace**

WHAT VALUE FOR OUR CUSTOMERS?

MODULARITY

Possibility to activate the individual modules natively according to different needs

SCALABILITY

Scalable system able to manage both small realities and complex organizations with high volumes and peaks typical of real time transactional perimeters.

MULTI-CHANNEL

Platform designed and realized with technologies capable of displaying functionalities that can be reached by different channels.

PROFITABILITY

Integrated platform with real-time monitoring tools to evaluate clients' behavior.

LOYALTY

Possibility of letting functionalities interact to increase customer loyalty with the brand.

CUSTOMER CENTRICITY

Central view of Client's behavior on the various access channels and service use.

KEY CLIENTS

ESSELUNGA
MEYER — Azienda Ospedaliero Universitaria
TIM
unicoop firenze
UBI Banca
IP

Affinion GROUP
SNAM
BANCA 5
CONAD
italiana petroli — gruppo api
IG Italgas

mercury payment services
TAMOIL
p4cards — sia group
eni
REPSOL
Q8

TECHNOLOGICAL FEATURES.

WEP Platform
Standard J2EE

Front End
Angular

Smart POS
Tetra, Android

Mobile
Native app for Android and
IOS platforms

FULLY RESPONSIVE / BROWSER COMPATIBILITY

Download on the App Store
GET IT ON Google Play

INTEGRATION WITH MAIN PLATFORMS:

Ingenico   **PAX**   **Mercury Payments Service**   **SIA**   **SAP**

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