scan it

Introduction

What Is Scan It?

Scan It - is a modern solution to data collection, loyalty and customer rewards.

The automated invoice scanning system uses the latest OCR (Optical Character Recognition) technology with a 95% accuracy rate. Scan it reads & collects consumer behavior data from invoices & uses that information to optimize the connection between consumers and businesses during the important post purchase phase.

What Is Scan It?

Scan It was designed to **bridge** the growing gap between **brands** & **their target consumers**. This technology will drastically reduce the reliance that businesses currently have on retailers, supermarkets, promotion staff & sales staff.

Scan it benefits businesses in numerous ways by reducing the need to purchase & store physical gifts, reducing the unnecessary costs of loyalty programs or promotion campaigns: operating cost, interaction game kiosk cost, human resources, etc

With the assistance of artificial intelligence technology, Scan It accurately reads & records information whilst minimizing the risk of **human error**.

Scan It drastically reduces the risk of **fraudulent behavior** or **system abuse** from employees & customers by using the latest in AI technology. This gives businesses & consumers peace of mind during the vital post-purchase stage of the customer lifecycle.

Scan It In The Picture Of End-to-end Solutions

Scan It enhances & optimizes the experience a customer has during the **post-purchase** phase. This is the foundation for building & maintaining loyalty by creating positive interactions & forming consumer habits.

Scan It – One Solution, Many Values

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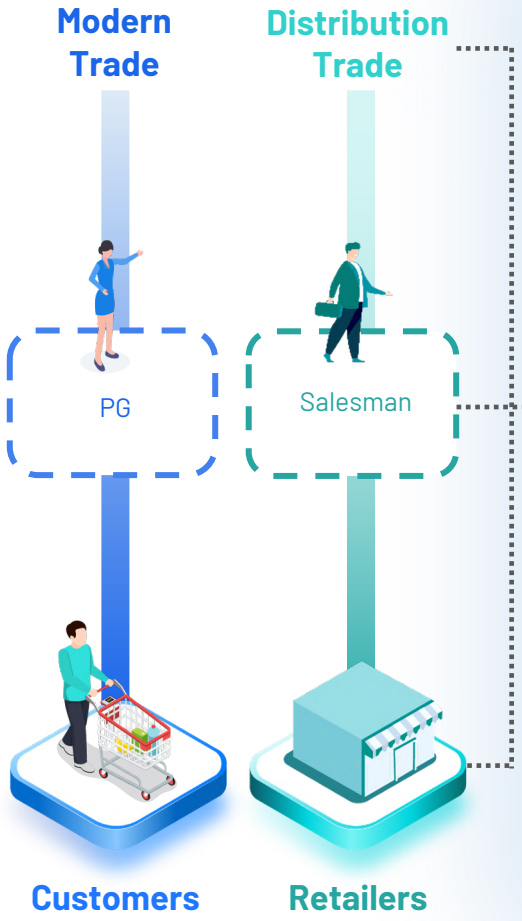


Solution

SCAN IT

Bill data extraction

Value - Added

Scalable

Ability to handle large amounts of bills/traffic automatically

Mass application

Can apply across multiple retailers' chains, or expand to e-commerce channels

Cost effective

Reduce the PG workforce at reward kiosks

Fraud detection

Prevent abuse from PG

Fraud detection

Prevent abuse from customers

Precise data analysis

Analyze customer behaviour

Targeted marketing

Send the correct promotion message to the targeted customer

Breakthrough With Scan It

Build loyalty programs at scale.

- Through Scan It, each scanned invoice is carefully checked and confirmed. From there, businesses have the opportunity to expand the scale and form of implementing customer interaction programs after purchase (loyalty programs).

- With the advantage of online and automated deployment, it can solve the problems of booths (promotional booths) or geographical limitations and large scale of deployment - common problems in traditional loyalty programs.

Breakthrough With Scan It

Smooth operation with a powerful technology platform

- Scan it focuses on congestion reduction with the ability to handle a large number of transactions automatically.
- Can be applied across multiple retailer chains or extended to e-commerce channels.
- The distribution capabilities of the brand or enterprise are not limited to breakthrough in customer data & sales.

Breakthrough With Scan It

Enhance performance with automated management

- Scan it automatically records and reports the accumulated loyalty points.
- With each loyalty milestone achievement, Scan It will automatically sets up exciting games/ activities with instant rewards.

Lead With Scan It

"When adding interactive game activities to a loyalty program, studies have shown that consumers are motivated to buy more often, buy more, or use customer points to redeem rewards. It is based on basic human psychology, including reward-seeking behavior, natural competitiveness, and the fear of FOMO (fear of missing out)."

Lead With Scan It

Businesses can see games as an important part of interacting with customers. Imagine that customers will be able to share results - show status - receive additional rewards after each 'mission'.

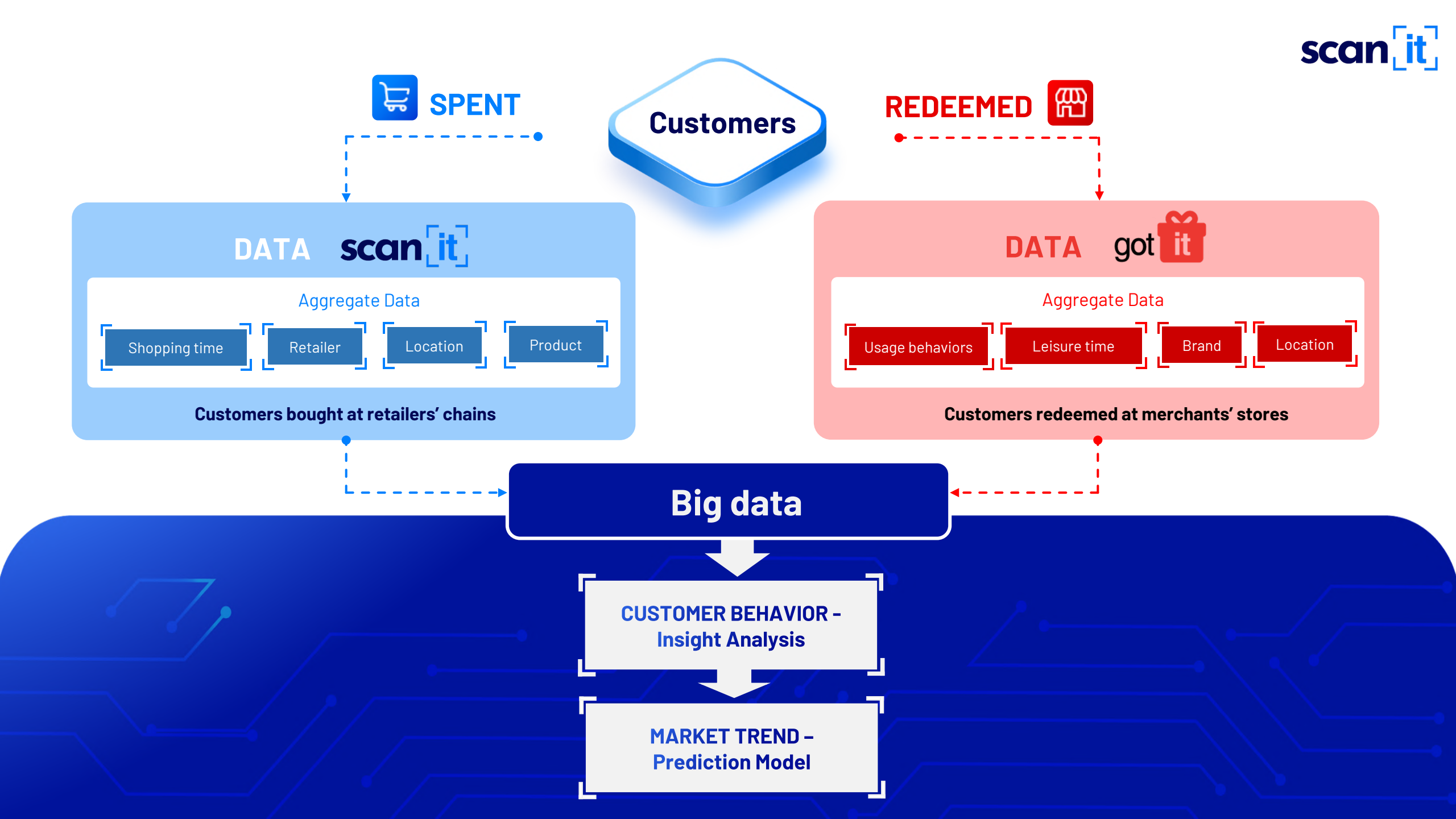
With scalability, brands can guide consumer behavior - by providing cues/indications for customers to seek recognition or reward. And thanks to that, promotional activities become more interesting and creative - helping businesses gain more popularity and market share.

Enter Big Data with Scan It

Scan It allows businesses to **effortlessly collect customer data** with a 95% accuracy level. This is achieved with synchronized **secure data management** resulting in detailed reports to capture customer behavior.

Purchase behavior: evaluate the consumption/use behavior of products of enterprises/multi-channel brands, at many branch stores, without the dependency on retailers.

Shopping/ entertainment behavior: through gift card redemption at partner brands.


scan it
SPENT
Customers
REDEEMED
DATA scan it
Aggregate Data
Shopping time
Retailer
Location
Product
Customers bought at retailers' chains
DATA got it
Aggregate Data
Usage behaviors
Leisure time
Brand
Location
Customers redeemed at merchants' stores
Big data
CUSTOMER BEHAVIOR – Insight Analysis
MARKET TREND – Prediction Model

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Big data can **give businesses a deeper insight** into customer portraits & consumption trends. These play a critical role in building sales programs, promotion & loyalty.

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Thank you