

Surprise and
delight your
target market.

skoop!TM

*Customer
Engagement
Platform*



Skoop! provides comprehensive services that assist businesses with growing, analysing & engaging their customer base

How can Skoop! help you?

What Outcomes Do You Want from a Customer Engagement program?

- ✓ Build your base of regular customers
- ✓ Increase average customer transaction values
- ✓ Grow your gift card business
- ✓ Improve the success of targeted promotions
- ✓ Promote special events, new products or services
- ✓ Demonstrate your relevance and attract a new demographic
- ✓ Reward customers who loyally support your business
- ✓ Increase customer awareness of your multiple venues

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Build your base of regular customers

Why:

It's easier to keep an existing customer than it is to find a new one. Developing ways to motivate customers to return to your business regularly is an excellent means of increasing sales

How:

Use a combination of incentives, staff prompts, in-house advertising at the point of sale & social media to encourage customers to join a rewards program that offers them tangible benefits

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Increase average customer transaction values

Why:

You can boost revenue without necessarily getting more customers by finding ways to increase the average amount spent each time someone visits your business

How:

Develop a series of value-add opportunities such as 'upsize' prompts, meal deals and other promotions, and communicate these to your customer base through targeted mobile marketing. These can be time-limited to motivate a specific response

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Grow your gift card business

Why:

Gift cards are a fantastic way to be pre-paid for future sales, virtually ensuring forthcoming business. The money is in your bank – not theirs!

How:

Utilise traditional plastic or eGift cards that are activated and the purchased value stored online. While, in the past, handling gift card sales and redemption has been extremely challenging, the combination of Uniwell & Skoop! provides an easy to use and manage solution

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Improve the success of targeted promotions

Why:

Customers are more likely to take up promotions for products associated with those they already use or that relate to their interests

How:

Build an extensive database of customer activity that allows you to develop meaningful promotions and market them to customers most likely to take advantage of your offer. You can also communicate new products or services to customers who demonstrate an existing related interest

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Promote special events, products or services

Why:

Successful innovation requires strong promotion. The more effectively you can communicate special events, new or under-utilised products & services, the better your chances are of receiving maximum reward for your efforts

How:

Use a combination of email, SMS, MMS, and 'push' marketing campaigns to your customer base, along with in-store advertising and staff promotion to publicise and incentivise your innovations

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Demonstrate your relevance

Why:

We live in an online, connected world, where marketing and promotion to younger generations has changed dramatically. Businesses need to stay relevant if they are to attract new, long-term customers

How:

Develop a mobile app that promotes your brand, engages with your customers and offers rewards. Enabling the sending of eGiftcards directly from the app to family and friends can transform your customer into a 'brand advocate'

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Reward your loyal customers

Why:

Traditional 'customer loyalty' programs have become less relevant. Customers often find them either too confusing or unrewarding, and some shy away from collecting new plastic cards that they need to carry to receive benefits

How:

Skoop! offers traditional loyalty cards, along with online membership & mobile app programs (or a combination). Redeeming rewards is quick & easy, and promotions can be tailored to increase relevance and motivation

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Increase customer awareness of multiple venues

Why:

Businesses with multiple outlets find great benefits in promoting patronage of sites throughout their network – advertising store openings, location-based sales and special events to your customer base can greatly increase success

How:

With an extensive customer database and multiple modern communication channels, the promotional opportunities are virtually endless

The Skoop! Platform uses a full suite of consumer touchpoints to engage customers:

- *Loyalty & Rewards*
- *Integrated Email, SMS, MMS, and Push campaigns*
- *Mobile App*
- *Mobile Payment*
- *Gift Cards & eGift Cards*
- *Online Ordering*
- *Geolocation / Beacon Services*
- *Uniwel POS Integration*
- *Self-Service Kiosk App*
- *Terminal App for Tablets*

A single, seamlessly integrated platform.



We invite you to partner with Uniwell & Skoop!
and leverage this exciting Customer Engagement Platform!

*Coupled with the robust reliability of
Uniwell's powerful HX-series POS
terminals, modernise and grow your
business with Skoop!*

