



LOYAL CUSTOMERS FOR ALL

A VAST ARRAY OF OPTIONS ARE YOURS WITH A CLOSED-LOOP PAYMENT SYSTEM: AN IN-HOUSE LOYALTY SYSTEM, GIFT CARDS, CUSTOMER CARDS, EMPLOYEE CARDS AND E-VOUCHERS.

IT SIMPLY COMES DOWN TO WHETHER YOU SEEK LOYALTY OR NOT.

SMARTSHOP PLATFORM

- » An effective tool for building up a network of loyal customers or business partners.
- » An effective tool for developing and intensifying employee loyalty.
- » A robust security platform, long developed by MONET+.
- » Solutions tailor-made to the needs of customers or users.
- » Provision of a solution as a service with no initial outlay.

HOW YOU AND YOUR CLIENTS BENEFIT FROM SMARTSHOP

ANYTHING FOR THE CUSTOMER

Thanks to systematic data collection, you will know exactly what customers buy, how often, or what special offers and discounts appeal to them. This means you can actually offer packages intended purely for them and benefit from **effective targeted marketing**.

BRANDS THAT GET PEOPLE TALKING

You shall become familiar to local customers **who then spread the word and, more importantly, intend to come back and buy again**. Such renown may not extend to millions of virtual customers globally, but definitely reaches out to consumers actually able to visit your shops. A good reputation for excellent customer service brings with it a significant competitive edge.

MORE LOYAL CUSTOMERS? AWESOME!

Good business relations should always be founded on mutually beneficial conditions, and these can be regulated through loyalty programmes. With SmartShop in place, your circle of regular customers has the capacity to expand.

INITIAL OUTLAY? NO! SMARTSHOP AS A SERVICE? YES!

Implementing our system as a service requires minimal initial outlay from you as the issuer of the cards. **The system's architecture enables quick deployment in a real environment**, using existing payment terminals or smartphones/tablets as the accepting device. Forget high initial investment – invest funds to further develop your business instead.



SMARTSHOP PLATFORM OPTIONS

The SmartShop platform is flexible, thus enabling easy customization. It can be utilized for:

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GIFT CARDS

Gift cards are an excellent tool for gaining new customers and maximizing the potential of existing ones. Transform your customers into "agents".

CUSTOMER CARDS

These essentially represent building blocks for developing the trust of customers.
– Learn basic information on customers and encourage them to come back time and again.

EMPLOYEE CARDS

An effective way to strengthen employee loyalty.
– Another perk for employees to maximize motivation and appreciate their efforts.

LOYALTY CARDS

An effective way to strengthen customer loyalty. – Easy access to data on consumers' shopping patterns, encouraging them to visit again.

EVOUCHER

eVoucher is an excellent tool applicable as an one-off mechanism for campaigns, or an ideal complement to gift, customer or loyalty cards. eVouchers can be a reward for, well, anything at all.



REFERENCES

MCDONALD'S GIFT CARDS

"McDonald's is highly satisfied with its standard of cooperation with Monet+. We appreciate their pro-active, focused and committed approach. The project has been running seamlessly, and was implemented within the agreed dates. It is our belief that fruitful relations shall continue to develop with MONET+ in the future".

[David Zítka, COOP Controller CZ & SK, McDonald's ČR]

EXPRESS DELI GIFT CARDS

"MONET+ implemented the EXPRESS DELI CARD project in a very short time. After approval, the solution went live within two months, so our cards turned out to be really EXPRESS! The project's solution, through comprehensive and assured outsourcing, was the primary purchasing argument."

[Lukáš Nejezchleb, co-owner of EXPRESS DELI]

TICK TACK CUSTOMER CARDS

"I appreciate our effective cooperation with MONET+, the company which won a challenging tender of many rounds to supply a closed-loop payment system. I would be happy if more companies were like MONET+. They do not go back on their word. The services provided by MONET+ have proven to be very functional. I can highly recommend them to others."

[Tomáš Novák, Chief Executive Officer of TICK TACK]

SMARTSHOP LOYALTY SYSTEM P. K. SOLVENT

"We teamed up with MONET+ to implement the Club Card project in the TOP Drogerie chain of retail outlets. I encountered a professional approach and willingness to solve whatever issue arose during the project's fulfilment. I can recommend MONET+ for its ability to come up with technically complex solutions and its efforts to meet tight deadlines."

[Jindřich Ježek, Trade Marketing manager, P.K. Solvent]

GIFT CARDS FOR DÁRKOMAT

"The SmartShop platform and related services provided by MONET+ to an excellent standard enabled us to launch the Dárkomat service in a very short time, in line with the expectations of our company and the merchants involved. Complete technological outsourcing allows us to concentrate fully on the commercial aspect of the project – while, as for the technology, we can fully rely on the competencies of MONET+."

[Michal Markoš, Project Manager, MAFRA media group]



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