



8 Membership

helps your business improve performance in the new era of retail

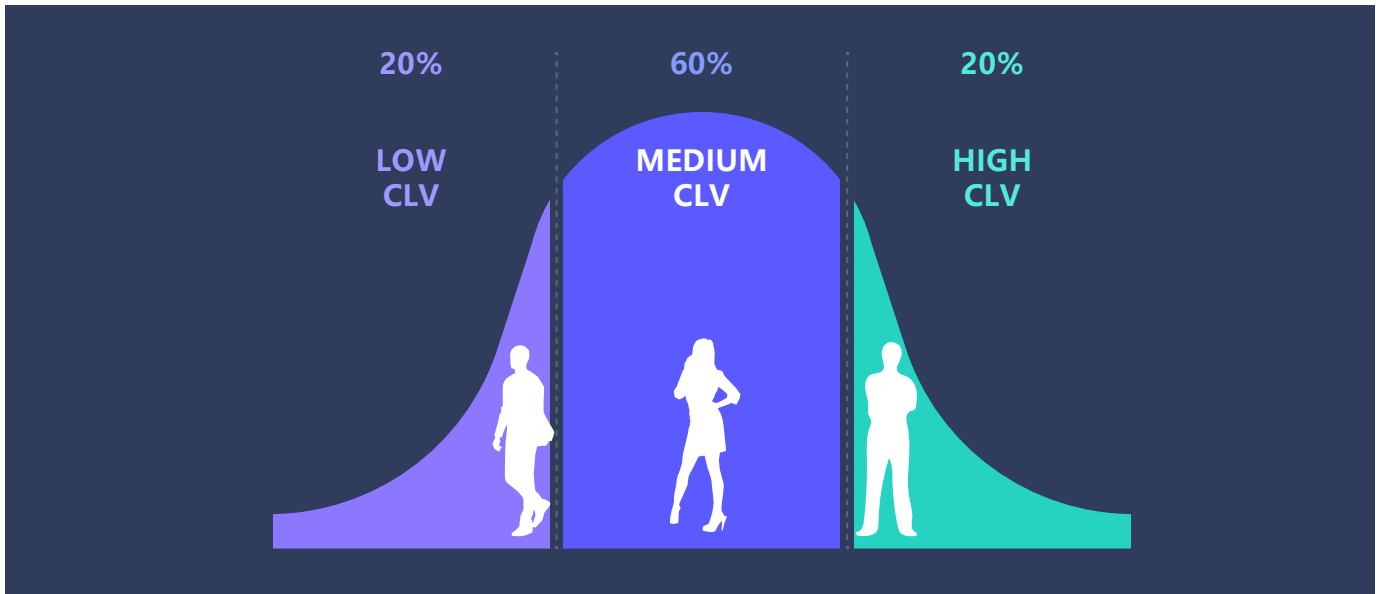


8 Membership for New Era of Retail

Consumers are embracing the digital technology and the following paradigm shifts are occurring in today's new era of retail:

- Mobile becoming the front door
- Seamless shopping experience
- The arrival of the subscription economy
- Using behavior analytics to understand markets and direct sales

Lead Nurturing



8 Membership allows to store the profiles of your members so that your teams can communicate with them efficiently.

Event & Purchase

8 Membership keeps track of all events that each member participates and all purchases that each member makes.

Connections

8 Membership is able to identify the type of relationships between different members. This connectivity will help your teams understand how members can relate to each other in business.

Membership Level

8 Membership allows different levels of members with different discounts and benefits.

Straightforward Renewals

8 Membership provides personalized reminders for the members to renew their membership.

Event Management

8 Membership allows your teams to schedule events online and offline for members to participate. It also manages the invites as well as the attendees and keeps a check on who is joining the event and who is not.

Analytics and Reporting

8 Membership provides analytics report to allow your teams to understand where improvements need to be made in your business. This feature is vital for your organization to succeed.

Member Mobile Marketing



People spend more than 4 hours daily on their mobile phone. The time spent on the phone is a mix of time spent on social media, e-commerce, searching and browsing. This provides a clear and important opportunity to capture the attention of consumers.

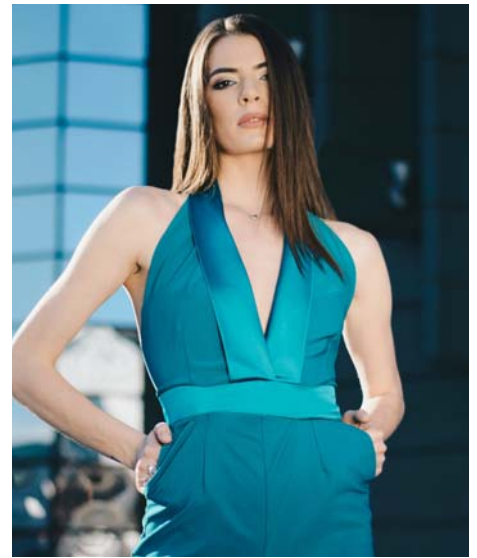


8 Membership provides the following features for mobile marketing:

Mobile-first Indexing

8 Membership provides the framework to create a site that can reflect the proper content and perform well. Pages can be loaded quickly and use responsive design – meaning that the site senses what size and shape device it's being loaded on.

The framework controls the photos and text to appear where they should and the buttons need to work with touch screens.



Personalization

8 allows you to leverage data analysis and digital technology to deliver individualized messages and product offerings to current or prospective clients. **8** allows you to create personalized content for individuals or a selective demographical group. Personalized marketing gives customers a sense of identity. They cease to be one of the masses, and instead become an individual with unique wants and needs.

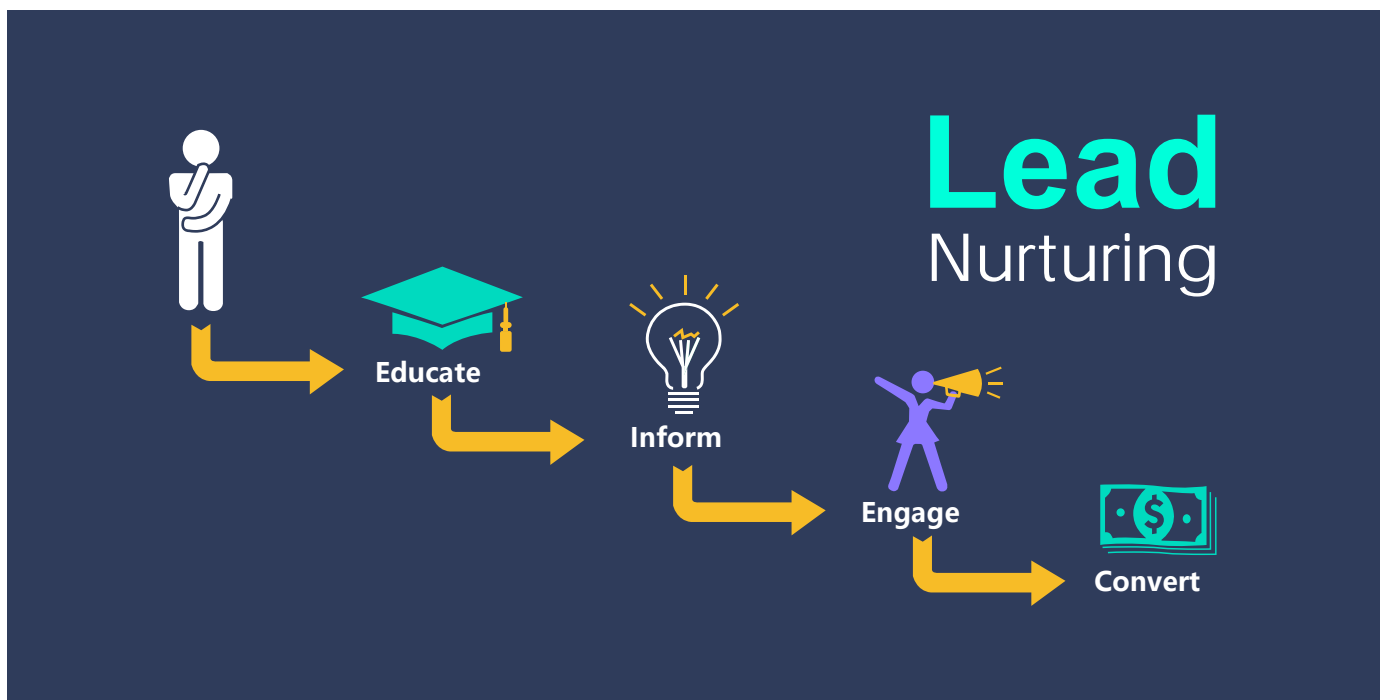
Mobile Pay

Mobile marketing and mobile commerce often go hand-in-hand. Consumers are using mobile pay to purchase items after they like what they see in mobile marketing. **8** supports various mobile payment methods to allow you to link mobile commerce with your mobile marketing seamlessly.

Lead Nurturing

Leads come in many forms from different channels, such as organic online leads, newsletter signups, event participants, new customers, social leads, B2B leads and more. 8 Membership provides you with information such as when your leads have entered the pool, how often you have engaged and nurtured them and what steps you can take to vet them.

8 Membership helps you to segment your clients into groups sorted by age group, gender, professional fields, income level, interests, spending history and so on so that your marketers and sales agents are able to communicate with your clients in the best suitable way.



Guiding a lead through the buying process is the key in successful sales operation. 8 Membership can help you to nurture, guide and catalog decisions made through the process will allow you to see both the strengths and weaknesses of your current sales process.

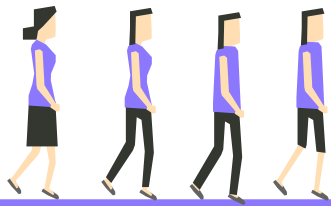
8 Membership can also provide you deep insights into how many clients visited your online stores and leave without placing an order for items that they added to their cart and your system can send polite reminders or your sales team follow-up with calls.

Data Collection & Deeper Analytics

Collecting client data is the single most important key in your marketing strategy. Without data and analytics, you're marketing blindly, hoping to reach your target audience or persona. Even after clients are acquired, they are ever changing. What your customers loved five years ago isn't what they want today. To stay in touch, you need to constantly collect data to continue marketing to your existing clients.

Client Acquisition

Activities that drives traffic to your stores



Client Optimization

Activities that improve client experience



USABILITY AND USER CENTRIC DESIGN



PERFORMANCE



ANALYTICS



NET PROMOTER SCORE



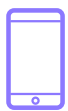
CUSTOMER SATISFACTION



EMAIL MARKETING



SOCIAL MEDIA MARKETING



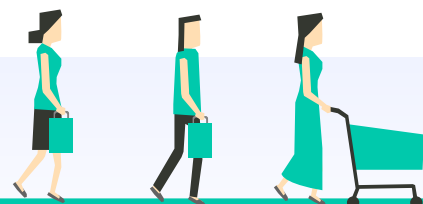
MOBILE MARKETING



ADVERTISING



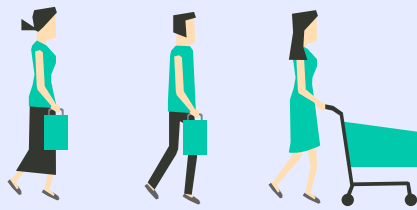
SEARCH MARKETING



Client data gives you the opportunity to improve your client experience and in turn improve your client satisfaction and revenue. **8** Membership allows you to collect the following types of client data:

Communication Related

- Client name
- Contact types and details – email id, physical address, phone number
- Source of acquisition
- ...

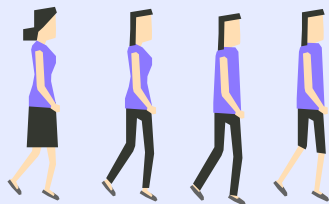


Transaction Related

- Items purchased
- Value of the sale
- Time of purchase
- ...

Interaction Related

- Does the client respond to the emails and sales calls?
- What categories of topics of the eDM or eSurvey does the client respond most often?
- Record of calls made to the help desk
- ...

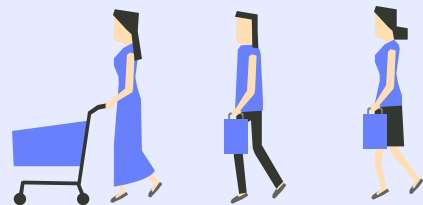


Client Profile

- Birthday of the client
- Region
- Hobbies & Interests
- Income levels
- ...

Feedback

- Survey results the customer has taken
- Complaints the customer has left
- The products that were returned
- ...



According to survey, 65% of consumers are happy to share their information in exchange for more targeted marketing and 67% are willing to share their data if they receive some form of benefit, such as discounts, it is up to you to make the client data and deeper analytics to improve the effectiveness of your marketing and clients' experience.

Seamless Shopping Experience

(Integration of Online & Offline)



Same Product



Same Price



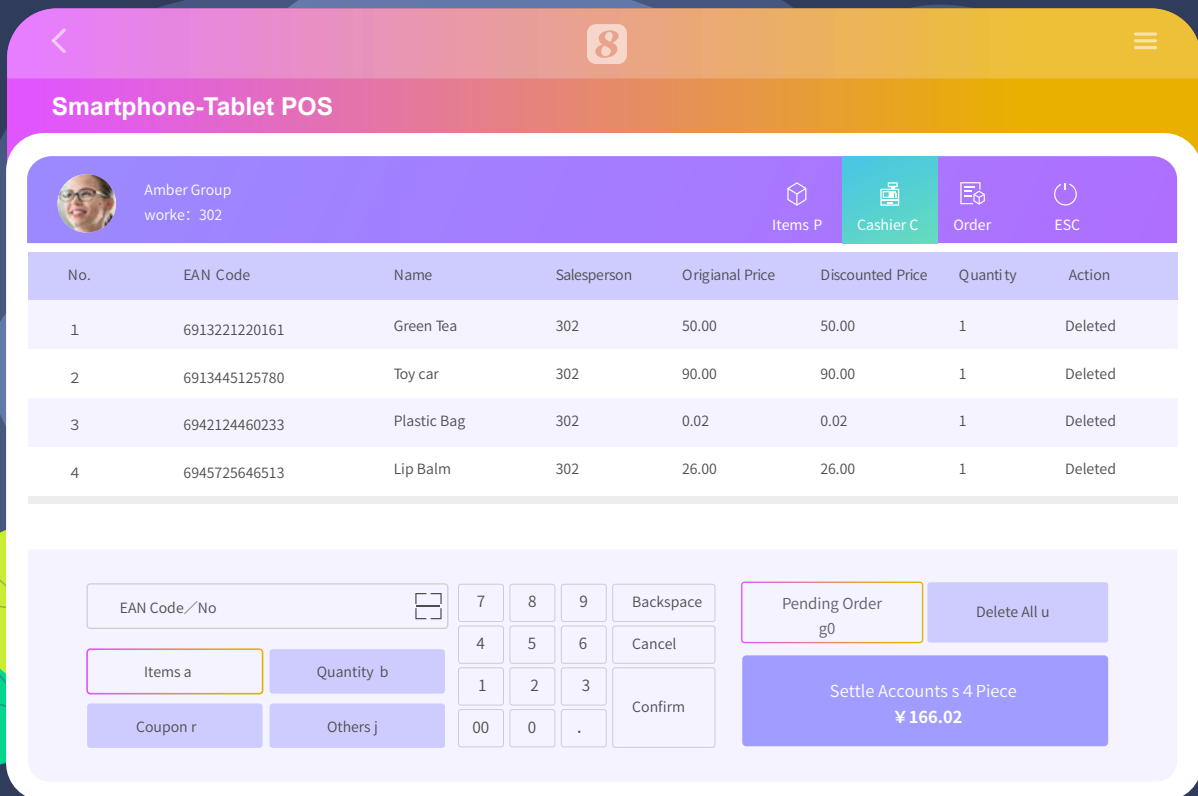
Same Promotion

In the new era of retail, consumers want to shop on their terms, through the channels they choose and with the information that they control.

8 Membership provides you a framework to integrate your online and offline stores, products and services so that the degree of seamless that your client will experience is totally under your control.



POS Integration



8 Membership can be integrated with your POS and do more than just process sales and accept payments, as they can include time-saving features that help you analyze your sales data and manage your inventory, staff and members. They can also be linked to email marketing, loyalty programs, and other capabilities that make it easier to run and grow your business.

Feature List

Feature	Description
Membership Management	
Design Your Own Membership and Loyalty Program	Allow user-defined different programs and different types of membership within each program.
	Allow user-defined membership numbering rules and reserved membership numbers (e.g., 888) for VIP in each program.
	Allow user-defined award and promotion rules for different types of memberships, different geographical locations, different time periods, different products and different awards (e.g., gifts, coupons, discounts and points) in each program.
	Allow user-defined aging and redemption rules for membership points in each program.
	Support membership creation, upgrade and termination in each program.
	Support membership card and membership fee management.
	Support interface to POS to record all transactions for each member.
	Auto customer care on special events (e.g., birthday, anniversary) and auto notification on special promotions.
Membership Self-service	Allow members to view their transaction and accumulated point summary and use their points to exchange the awards that they want.
Analyzing Reports	The membership & Loyalty management reports include: Membership Report, Member Purchase Report and Member Quantity Report.

8 can provide best combination of standard products & redevelopment services for enterprise management and over 500 corporations in Asia are using our following modules on-premises or SaaS:

8 CRM : Corporate Client CRM and Consumer CRM

8 Service : Service Management

8 SRM : Supplier Management, e-Procurement and e-Tender

8 PPM : Project and Portfolio Management

8 New Way : Visual Agile and Lean

8 Timesheet : Resource Time and Cost Management

8 EDMS : Electronic Document Management System

8 OA : Office Automation


8 HCM : Human Capital Management

8 All-in-one : Enterprise Full Automation

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