A cloud based online/retail marketing solution that enables you to reward your customers through unbelievable offers and discounts whenever - wherever.

Real Time Rewards

With successful point of sale or e-commerce transaction customer receives an offer in just 5-10 seconds on Mobile. These offers are predefined in Point Blank system along with a digital coupon code. Brand owners can configure separate reward for every SKU resulting into customers receiving offers most relevant to them.

This increases the transactions substantially from existing customers.

A Reward with Each SKU

A business can define an offer with each product or service. i.e.; you can define different type of offers for multiple products or services. For every offer, maximum offer amount, start date, end date and discount type (amount or percentage) can be defined.

Transaction Based Rewards

System also offers multiple transaction based rewards including,

- Per Transaction Value
- Total number of Transactions
- Total Transaction Value

For every transaction based offer, start date, end date and maximum offer amount can be defined.

This is the first of its kind of rewards system, which focuses on existing customers and their transactions and reward customers on the basis of their transactions in place of same rewards offered to all customers.

Big Data Technology for Business Growth

Through our cloud based big data technology & analytics services you can dive into customer insights and craft better marketing strategy for ultimate business growth. Using our regular reporting and suggestions you will be able to,

- Forecast Purchase
- Reduce Churn Rate
- Identify Key Customers & their Needs
- Increase Up Sell
- Increase Cross Sell
- Improve Trial Rate

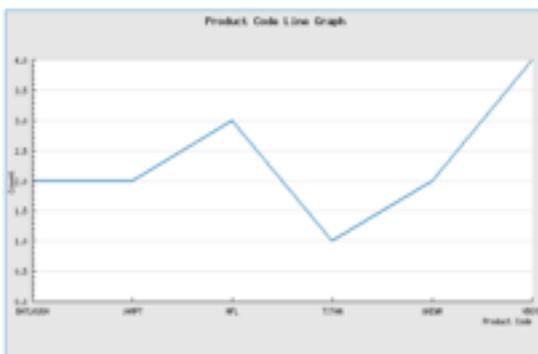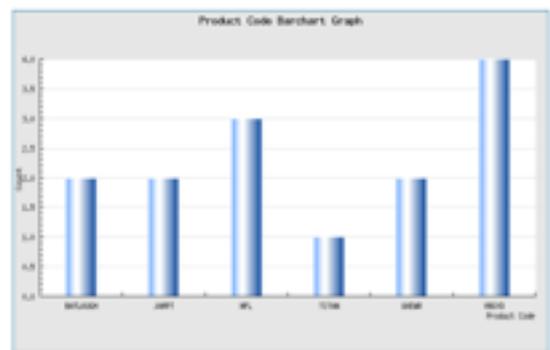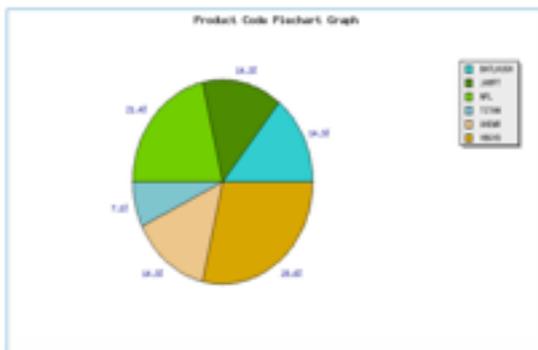## Extensive Customer Analytics & Reporting

Point Blank merchant console comes with extensive customer analytics and reporting which isn't available in any of the other products. Available transaction reports include,

- All
- SKU / Product
- Store
- Location
- Time
- Customer
- Transaction Amount
- Offer

Except that, Point Blank also has report for offers distributed and utilised which is a unique report and gives a real picture of merchant offer utilisation. This unique analysis isn't available in any other product.

All the reports are available in formats,

- Pie Chart (with PDF export)
- Bar Graph (with PDF export)
- Line Graph (with PDF export)
- Tabular (with XLS export)

Customer Communication

Customer communication is the most important aspect of any marketing solution and Point Blank handles the same very effectively.

Customer gets to know about the offers on email and SMS immediately after the transaction is completed on the application or point of sale. When a customer tries to use a voucher, all the validity checks are automatically handled by Point Blank validation engine and customer gets to know the validation status immediately on email and SMS. This automates the whole process and results into less number of calls for call centre and queries for point of sale operator. Redemption confirmation is also communicated to the customer on email and SMS immediately after the voucher is used.

Considering the low internet penetration in India and other developing countries, SMS module is also available for redemption at point of sale. This enables point of sale operator to send redemption request using SMS in case there is no internet connectivity at point of sale.

Import and Export

Point Blank merchant console has import and export features for all the modules.

Data can be imported in the system using XLS upload module but this process can be also automated by integrating it with merchant's application. Import module is available for,

- Customer
- Product
- Product Offer
- Transaction Offer
- Voucher

Data can be exported from the system using XLS download module. This data can be used for further analysis. Export module is available for,

- Customer
- All Reports
- SMS Logs

Automatic Transaction Data Synchronisation

Considering the low internet penetration in India and other developing countries, automatic transaction data synchronisation is available for point of sale. Transaction data keeps getting stored in the pre-defined folder in case there is no internet connectivity at point of sale. Whenever internet connection is available, Point Blank exe automatically synchronise all the data one by one. This features prevents any transaction data loss due to system being offline and in turn results into proper communication of all the offers to the customers.

Easy Integration

Point Blank can be integrated with other transaction, enterprise, e-commerce and point of sale systems very easily.

For transaction, enterprise and e-commerce applications, secured APIs are available for   quick integration with shopping cart and other transaction modules.

For point of sale applications, transaction data dump is needed on point of sale machine, which is synchronised with Point Blank cloud using a secured exe. Applicable file formats for data dump include,

- XLS
- CSV
- JSON
- XML
- TEXT

Point Blank can be made live with the existing system using our easy integration approach in a week's time.

Highly Secured Product

Point Blank is a highly secured product because all of its integration modules including API and EXE follow standard security protocols used for most secured system environments. Every installation is mapped with system's unique hardware address, IP, password and hashed key.

Logging

Considering the Indian telecom guidelines, all SMS sent to customers are also logged in the system and are available for download from the console.

In-Built Points Engine

Point Blank comes with in-built points engine which can seamlessly work with offer engine. This gives merchant flexibility of using both points and offers engine for its customers.

If merchant doesn't want to use in-built points engine, then Point Blank can be easily integrated with merchant's existing points engine. This gives merchant flexibility of using its own points engine and using Point Blank offer engine for its customers.