



Maxxing Presentation

*Hyper-Personalization
Promotion Management
Loyalty*

www.maxxing.com



“ Our **real-time omnichannel SaaS platform** allows seamless & personalized customer experience based on transactional and emotional behaviours. Collect data from all your customer touch points & engage them more successfully. Empower both your sales and marketing teams with tools to face everchanging retail challenges ! ”

Our team



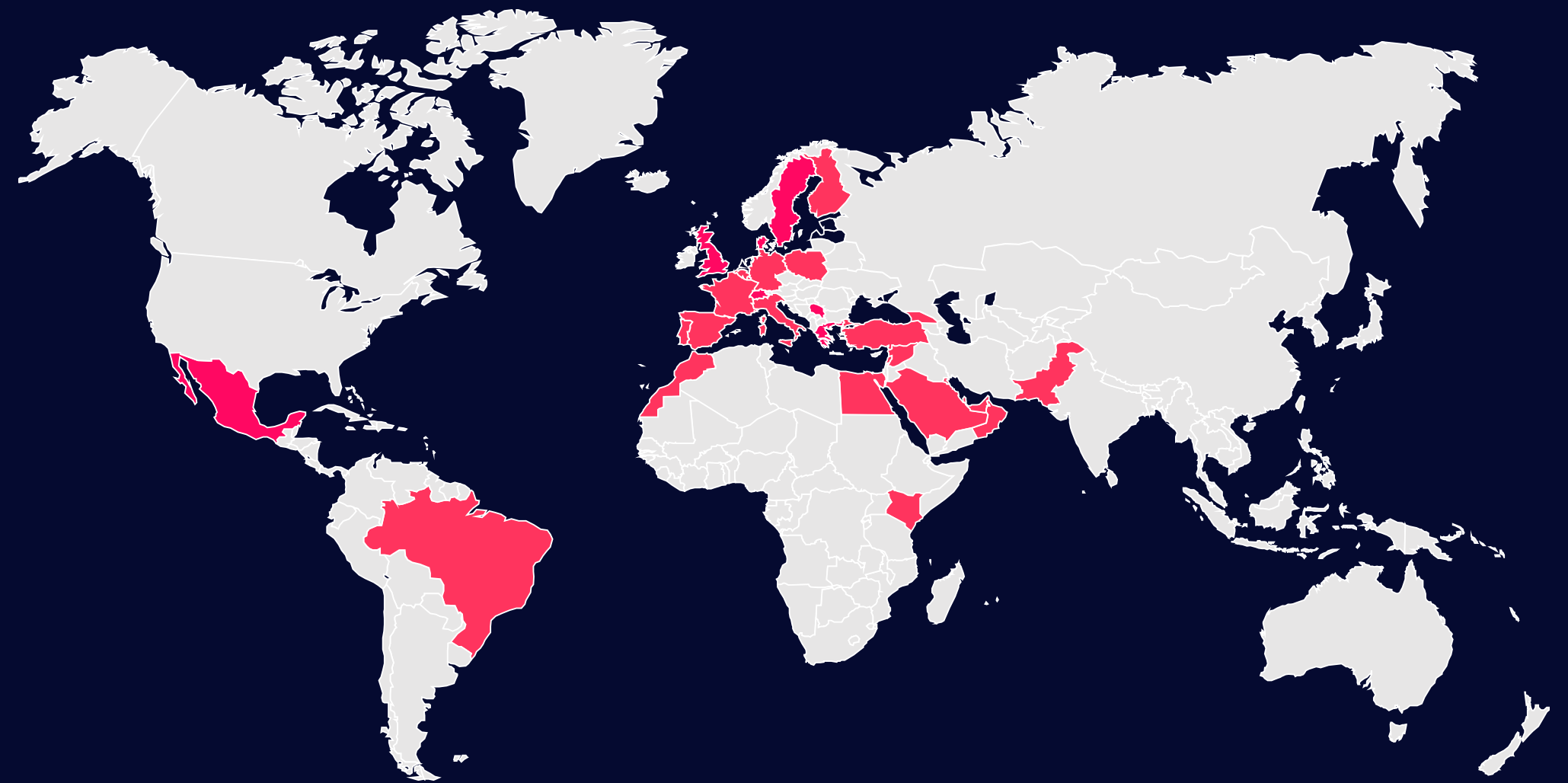
Maxxing, a human-sized company, shares strong values between its employees, customers and partners.

Our values:

- Listening
- Quality
- Sharing
- Excellence
- Teamwork
- Commitment

Maxxing's international presence

-  **+35**
Countries
-  **40**
Members
-  **Offices**
Lille, Paris, Dubai
Soon... Asia and USA



Centralized **Offer** Management

» Offer directory

Unique repository for all offers, for a better Best Deal Management.

» Omnichannel

Omnichannel offers available across all marketing channels and delivers a comprehensive, seamless customer experience.

» Rules Engine

A rule engine which creates a rich solution which allows innovative offers.



» Real time

Real-time earn & redemption secures offers for a better budget control.

» Offers

Local and national offers, as well as multi-country and multi-currency ones.

» Benefits

Immediate or deferred vouchers and discounts, physical or dematerialized coupons.

Reward to engage

▶ Loyalty program

Management of any type of loyalty program

▶ Tailored interactions

Offer customization for each customer, channel, context, moment in the customer journey the client is in

▶ Customer insight

Retrieval and accumulation of customer insight via their purchase history, sales they are entitled to receive, point movements, location, & more



▶ Secured Earn/Burn

Earn and burn offers on all channels according to different criterias. The validity of the offers is unique to each customer.

▶ Gamification

Badge collection, games, challenges, lotteries, club memberships, customer communities

▶ Rewards

Points, cashback, loyalty check rewards

One customer, one channel, one moment...the best offer



Mobile

Display of personal good deals for the client



POS

Priority on the issuing of coupons and offer proposal of the best offer for the client



E-commerce

Display of web banners



Social networks

Reward your influencers



Call center

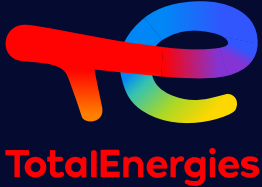
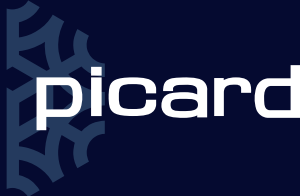
Customer personalized offer recommendations



Campaigns

Dynamic and personalized offer

Our References





**The omnichannel platform for a
seamless customer experience!**

WWW.MAXXING.COM

