# PRE:MIND

TAKING YOUR
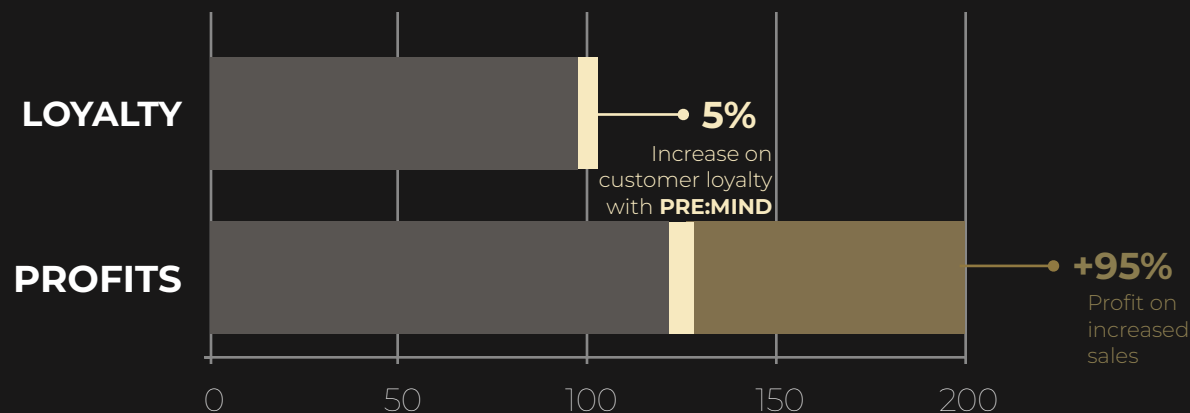# VIP CUSTOMER EXPERIENCE
TO THE NEXT LEVEL

PRE:MIND will enhance your VIP customer experience
program and create highly **personalized** offers, resulting in
a significant increase in **customer** satisfaction, and a direct impact
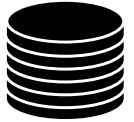on the spending habits of your most valuable clients.

The Facts & The Problems

63% TOP 20%

37% TOP 2%

18% TOP 1%

Brand's customers account
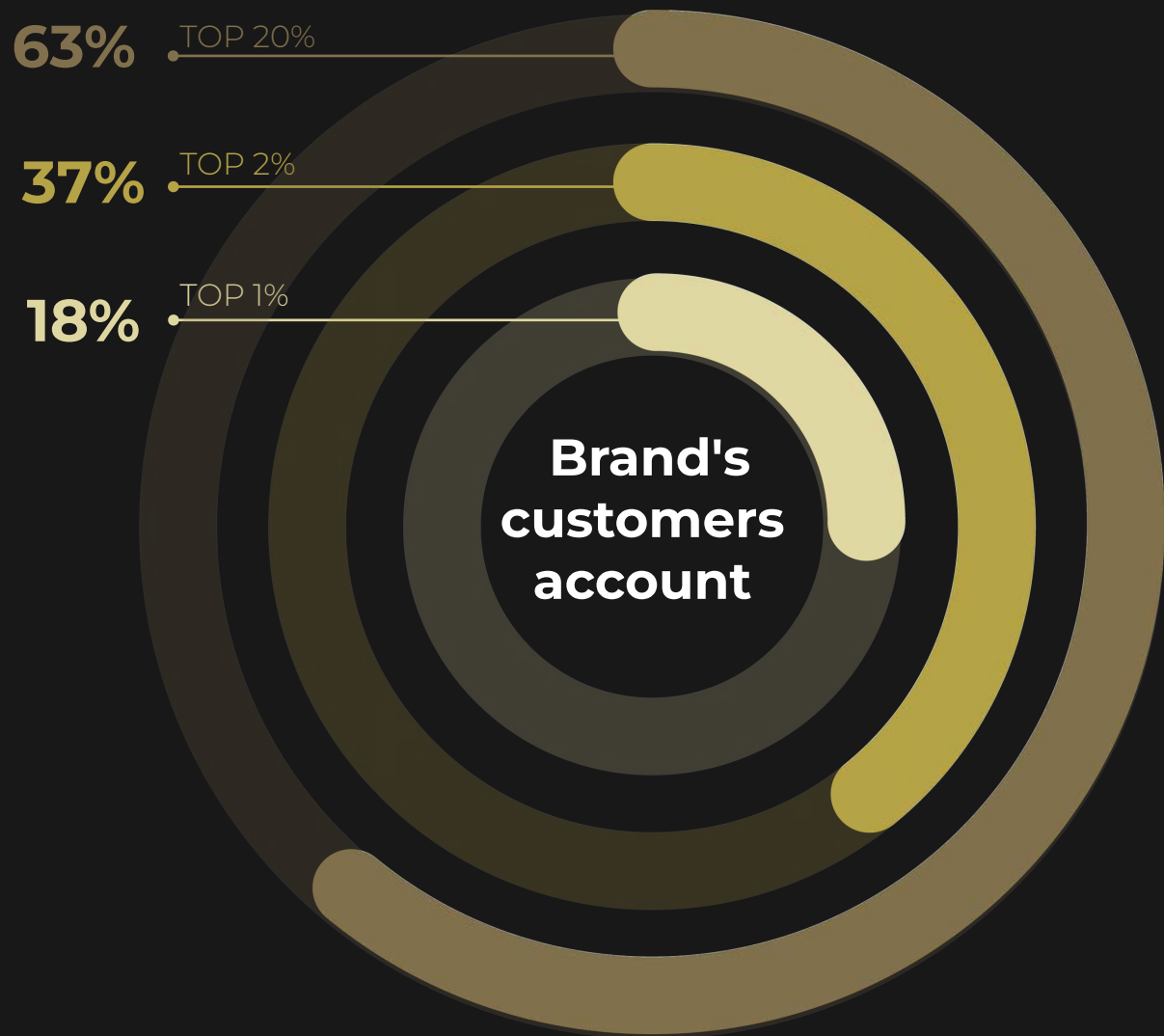
- The top spending 1% of a brands customers are responsible for 18% of the revenue and the top spending 2% for 37% of it. Top luxury VIP loyalty tiers require purchases to **exceed 500K€** annually to qualify.

- A mere **5% increase** in customer retention rate will result in a 25% to 95% **increase in profits***.

- Companies are **investing** +50% YoY more in **training**, from ca. $1.900 per **employee** in 2016 to ca. $6.000 per employee in 2019. This is because they see very strong ROI from satisfied customers.
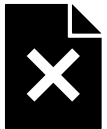
LOYALTY

5%
Increase on customer loyalty with **PRE:MIND**

PROFITS

+95%
Profit on increased sales

0   50   100   150   200

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Real-time data analytics can increase retention by up to 60%

| 68% |
source: American Express

Of consumers said they'd be willing to spend more for a company they believe delivers excellent customer service.

Loyal customers **spend** significantly more than new customers.

High staff turnover, and the increasing mix of online and "live" purchases, results in significant gaps in **knowledge** about VIP customers.

| 89% |
source: Accenture

Of respondents are most frustrated by having to repeat their issue to multiple representatives

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Loyalty = 2 economic transactions per 12-month period.
Loyalty rate = hovers between 15-20% in retail, with some brands managing up to 25%. For hospitality it hover between 45-55%. In the travel industry it ranges between 55-65%.

The PRE:MIND Value Proposition

What the System Does

- Stores rich information about VIP customers and their past buying behaviour.

- Allows for real-time identification when a VIP customer enters one of your retail outlets.

- Alerts nearby staff to the presence of the VIP, and their preferences.

- Sends push notifications and offers to the VIP, based on their preferences, their specific location, and other key variables.

Digital persona + **Physical persona**
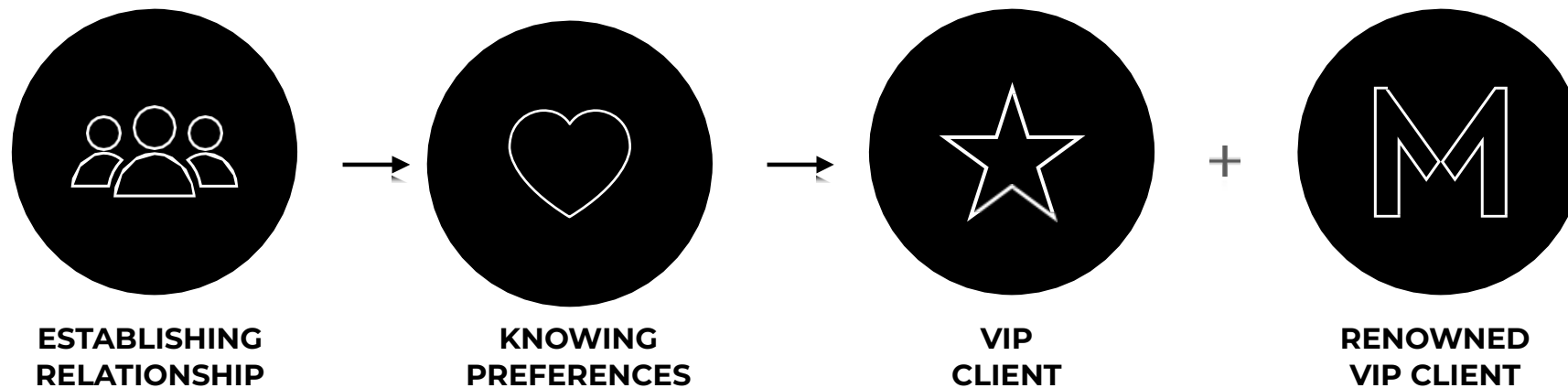
DIGITAL PERSONA

PHYSICAL PERSONA
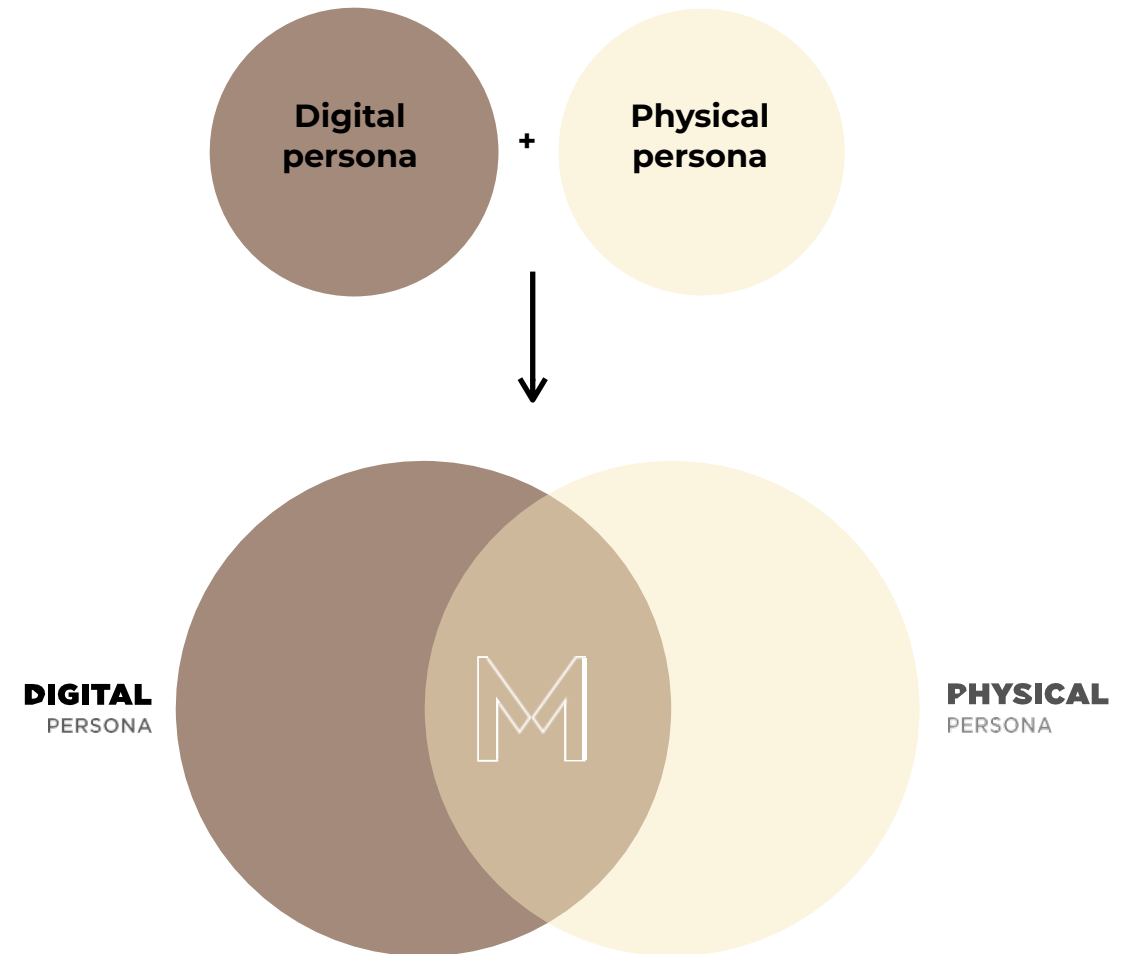
"A lot of the loyalty programs these days are less about points and more about special access, It's about special treatment."
MILTON PEDRAZA CEO · Luxury Institute, Research Firm

Results

- The VIP gets a much higher level of service.

- The VIP is more likely to make additional purchases during their current visit.

- The VIP is more likely to make additional visits and purchases from you in the future.

ESTABLISHING RELATIONSHIP → **KNOWING PREFERENCES** → **VIP CLIENT** + **RENOWNED VIP CLIENT**

External engagement

Internal insights

Convert tourists—PRE:MIND enables brands to cultivate tourist customer relationships as deeply as local relationships. In many brand locations, especially in major international cities like Singapore, Dubai, or Paris, the percentage of guests who are tourists is extremely high, often above 50% . PRE:MIND ensures that staff are aware that the tourist entering your venue is a loyal customer of the brand elsewhere.

Brand-to-Brand Exposure— PRE:MIND will enable brands to co- create value by leveraging segments of each other's VIP customer data via the PRE:MIND platform to promote special experiences and services.

Staff management—When sales or customer service professionals leave or are sick, PRE:MIND enables immediate and seamless reassignment of the relationship with the VIP. The customer is always transitioned to maintain a connection with the brand. Enhancing VIP communications & PR—Brand's communication & PR is more involved, and they can segment the market & clients in ways that only the E-commerce

market has been able to do. Combine Multi-channel Data— PRE:MIND's back-end allows brands to track all their interactions with the customer in one place - pulling in their online transactions and merging them with their offline interactions which can be directly updated to the CRM in the PRE:MIND app.

Benefits of personalised experiences

The reality is that loyal customer retention rates fluctuate between 15-22% and **loyal** customers spend up to 167% more than a new customer. This means that losing a **single** loyal **customer** is a 600-900% loss on investment!
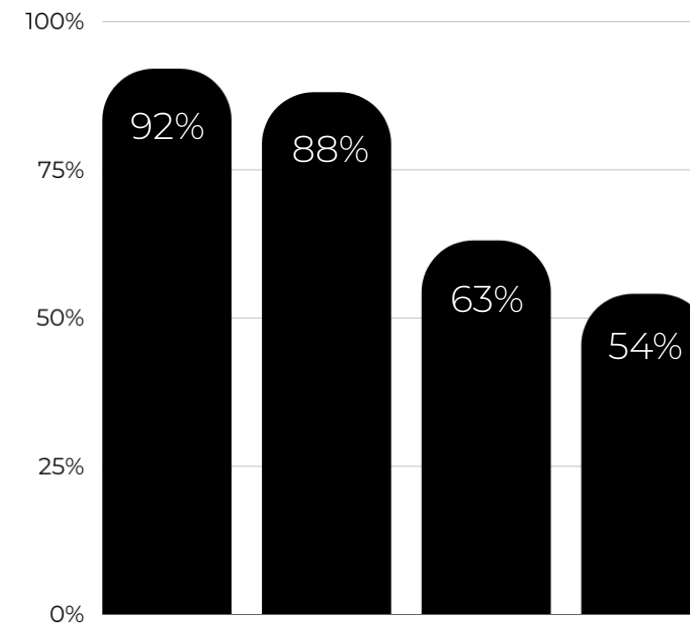
Rate the following factors based on how much they impact your trust in the companies you buy from:

Actionable ways using PRE:MIND

Know your customers' history

When a customer contacts your business, their interlocutor should already be aware of who they are and have a good idea of why they're contacting. Much like a patron in line at their favourite coffee shop who is asked, "the usual?", your customers will appreciate not having to detail their information and past history every time. Any information about your customers that is collected by your staff can be instantly shared throughout your venues, thus empowering the entirety of your brand.

68%

source: American Express

Of consumers said they'd be willing to spend more for a company they believe delivers excellent customer service.

Show your human side

Regardless of the customer journey stage or the channel in which they choose to engage your brand, they should be treated humanely and pleasantly by your team. This requires your agents to display a personal touch whenever it's possible.

89%

source: Accenture

Of respondents are most frustrated by having to repeat their issue to multiple representatives

Business intelligence

Understand repeat behaviours and react in real-time

Business analytics can outline recurring patterns in your customers' behaviour. Do they struggle to find all areas in your venues? Are they failing to fully explore your services? All these patterns can be evidenced through business analytics, enabling management to make decisions to better accompany customers.

This is a transition from reactive to proactive customer service; trying to bring customer pain points to light and provide solutions before they even arise. PRE:MIND can trigger real-time online actions in your marketing system through its so called "webhooks", to allow your brand to facilitate both pre- and post-sales interactions.

PRE:MIND is your link between online and offline customer interactions, helping your brand to deliver a seamless customer journey/experience and staying memorable in the minds of your guests.

60% Of marketers find that real-time data analytics can boost customer retention by up to

source: CMO.com

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Customer interaction, with PRE:MIND

1 Customer **downloads** the official app with the PRE:MIND SDK

2 Customer casually walks into any of your **venue** properties worldwide

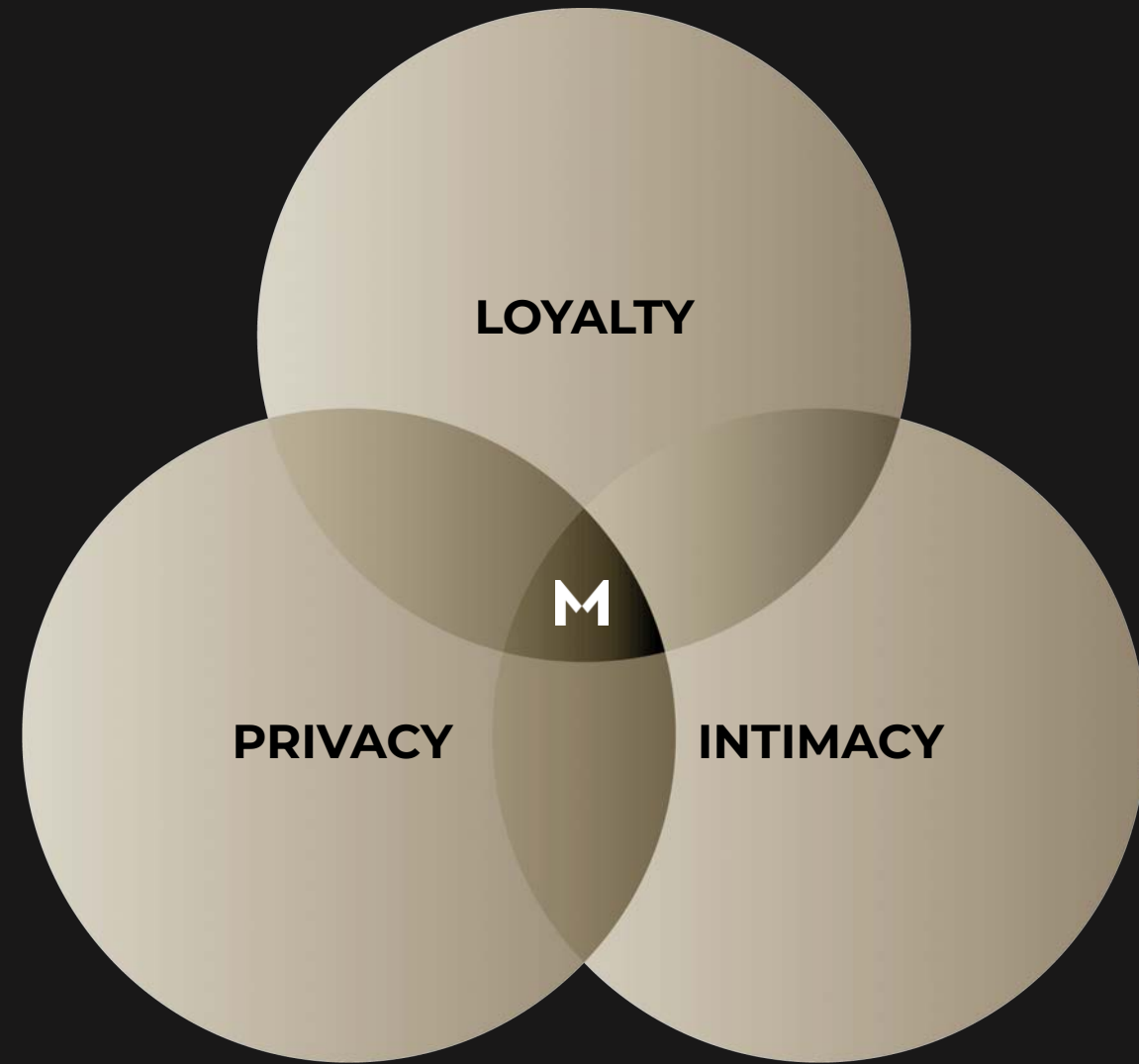**3** GM/Associate/Manager is shown customer **profile** in advance of arrival

4 Customer is greeted **personally** and meaningfully according to brand policy
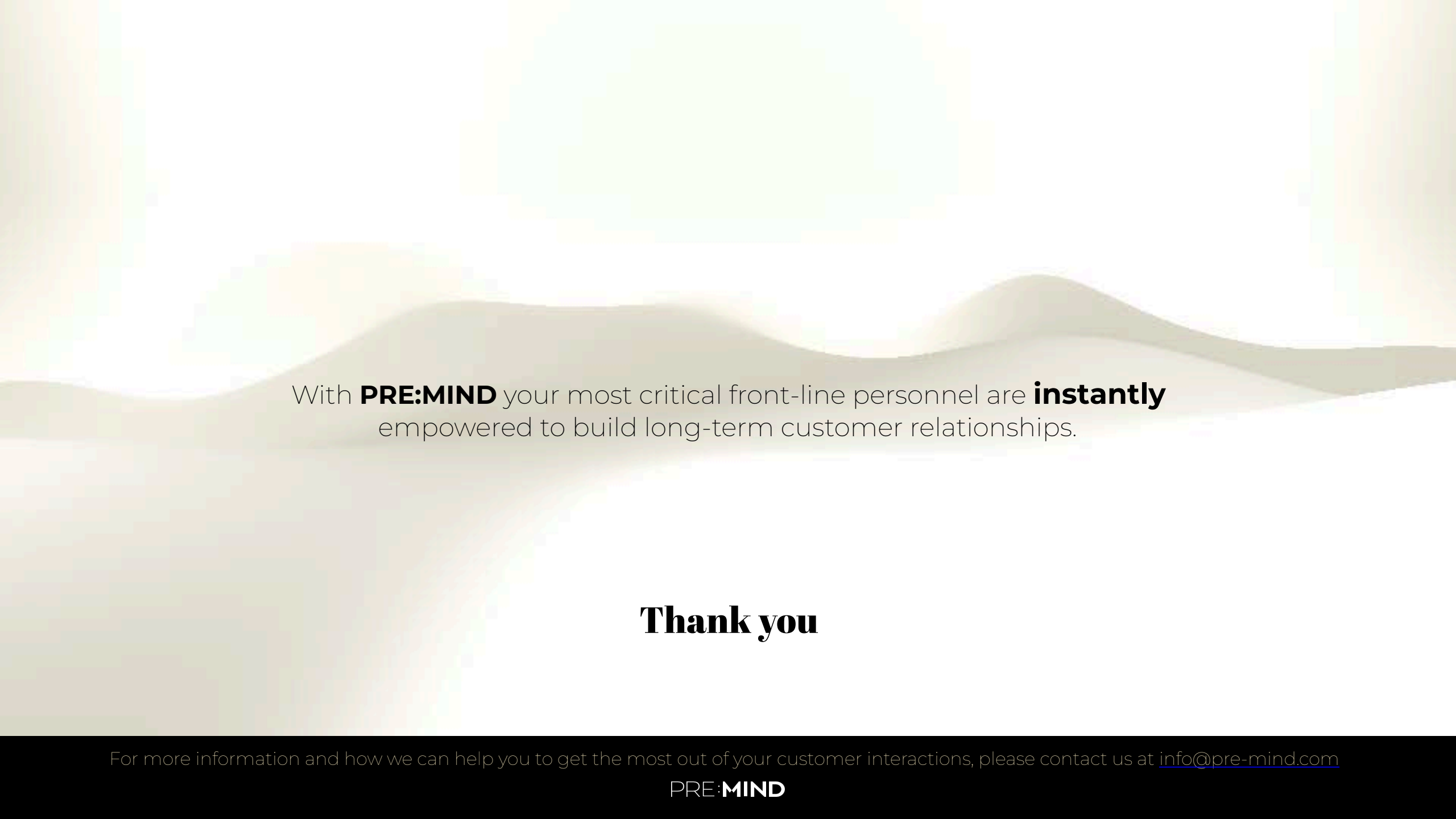

5 Customer is **recognized** at any sub-sequent venues without needing to identify themselves

6 Increase in retention rates, leading to significant dollar value & **increase** in revenue

With **PRE:MIND** your most critical front-line personnel are **instantly** empowered to build long-term customer relationships.

Thank you

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