

# intwo

We help businesses  
achieve more  
with cloud technology

Microsoft  
Partner

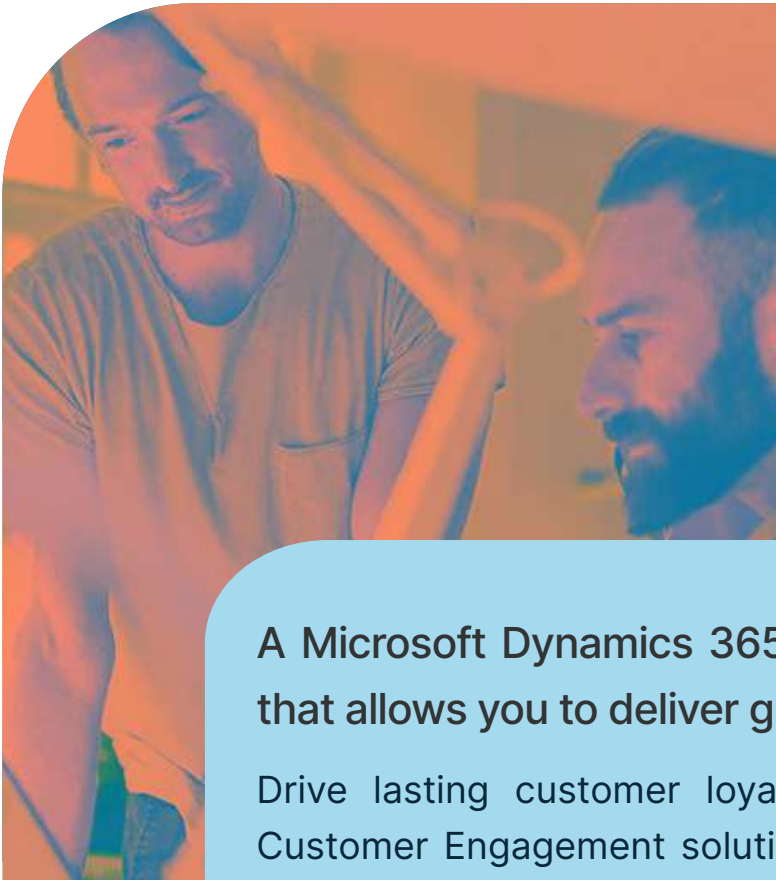
Azure  
Expert  
MSP

Microsoft  
Solutions Partner

2023/2024  
**INNERCIRCLE**  
for Microsoft Business Applications



Engage 365 -  
Transforming  
Your Digital  
Footprint



A Microsoft Dynamics 365 based loyalty platform that allows you to deliver great reward programs.

Drive lasting customer loyalty with Engage 365, a Customer Engagement solution powered by Microsoft Dynamics CRM.

You can now reward and retain customers through personalized interactions across multiple touch points.

## Engage 365 - Drive Lasting Customer Loyalty

Loyalty Program Platform – Engage 365 powered by Microsoft Dynamics CRM uses the best of Microsoft technology such as CRM, Business Intelligence, Machine Learning and allows businesses to ace their customer engagement strategy and customer retention strategies by impressive loyalty solutions. With business loyalty programs created using the Engage 365 Loyalty rule engine, businesses can engage with customers in a highly personalized manner across multiple digital points and effectively reward them. Yegertek has extensively used Engage 365 in building retail loyalty solutions, online loyalty program and is also a preferred restaurant loyalty programs provider in UAE region.

Ready to elevate your Business? **Choose Intwo**

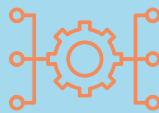
## Engage 365 At A Glance

- > Microsoft certified & Preferred Product.
- > Selected as Microsoft for Start-ups Program.
- > Used to develop award winning regional loyalty program.
- > Implemented across 6 Business Verticals & Multiple Countries.
- > Comprehensive functionality across all customer touch points.
- > Processed 20,000,000+ transactions to date.

## Features



Loyalty Program  
Definition



Omnichannel  
Integration



Customer Insight &  
Analytics



Point Earn/Burn



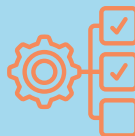
Customer Service/  
Experience



Social  
Engagement



Marketing  
Automation



Reward  
Management



## Here's Why You Should Choose It:

- > Maintaining Customer Information.
- > Managing Customer Service Requests.
- > Setting Up loyalty program.
- > Setting Up retail channels.
- > Setting Up discounts & discount rules.
- > Setting Up loyalty payment methods.
- > Setting Up loyalty cards.
- > Setting Up reward points & earning rules.
- > Setting Up partner rewards.
- > Mobile App.
- > Store Management.
- > Setting Up points transfer between customers or entities.

## Why Engage Suite

**A customer engagement program that has strategic benefits.**  
**A program that aims to acquire, engage and retain.**

- > Build a digital reputation.
- > Enhance the customer experience.
- > Maximize brand advocacy.
- > Collect valuable data.

## And can also positively impact your bottom line

- > Retained customers drive sales – Probability of selling to an existing customer is 3x of a new prospect.
- > Costs less to retain – it costs 5x more to acquire a new customer than to retain an existing one.
- > Costs less to retain – it costs 5x more to acquire a new customer than to retain an existing one.
- > Additional income, Merchandise better and New store openings.

**Take your first step towards Intwo and transform your business today**

Industry Applications



Retail

Fashion, Grocery



Hospitality

Restaurants, Hotels



Healthcare

Hospitals, Clinics, Pharmacies



Automotive

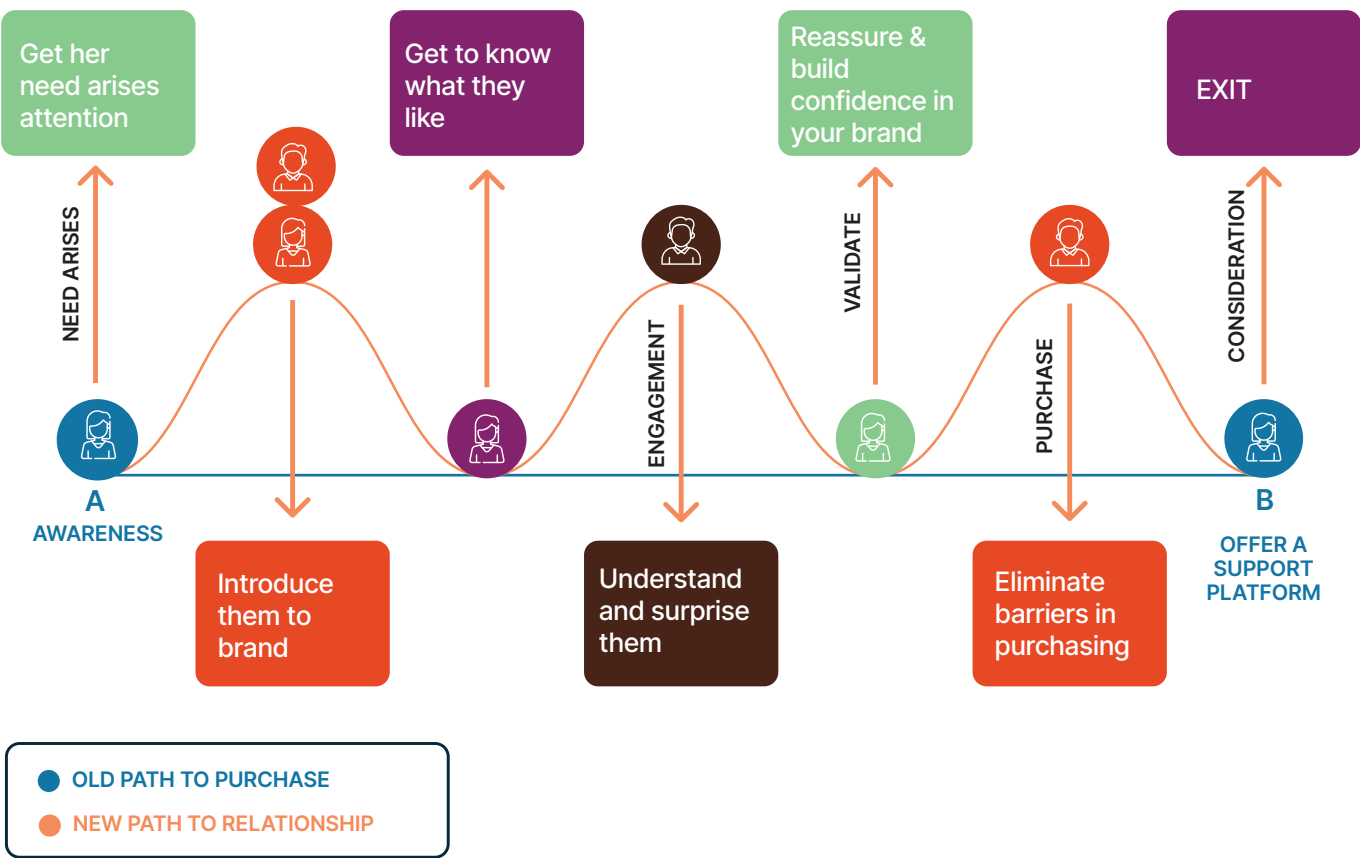
Showrooms, Cab services



Financial Services

Banks, Exchange Houses

Customer Journey



Engage 365 Suite	Benefits To The Customer		
Loyalty engine	Acquire	Retain	Grow
Marketing Automation	Acquire	Retain	Grow
Social Engagement	Acquire	Retain	Grow
Customer App/Portal	Acquire	Retain	Grow
Voice of Customer		Retain	Grow
Customer Service Hub		Retain	Grow
Analytics & Reports		Retain	Grow
Future Tech			Grow





## Why Choose Intwo:

### **Proven Expertise:**

A company that brings over 25 years of industry expertise to the table.

### **Tailored Solutions:**

Our applications are customized to meet your specific business requirements.

### **Continuous Innovation:**

We stay at the forefront of technology trends to offer you the latest solutions.

### **Results-Driven Approach:**

Our focus is on delivering tangible and measurable outcomes for your business.

## Engage 365 Deconstructed

- Built on a global business applications platform leveraging strengths, Roadmap and Investments from Microsoft.
- End-to-end integrated system encompassing loyalty & member management, surveys, customer service, marketing automation, e-vouchers, social integration, customer analytics, and much more.
- Inbuilt AI capability and extensible intelligence through Microsoft Azure machine learning for chatbots, customer segmentation and customer engagement scenarios.
- Extended BI capabilities through in-built dashboards, Power BI and Penser analytics.
- High degree of flexibility in customer engagement through custom loyalty campaign creation and redemption, point accrual through customer engagement to incentivize customer behaviour and personalized marketing communication.
- Pre-built integrations to Microsoft ERP & retail systems easy to connect to 3rd party systems.
- High degree of security, data privacy and performance guaranteed through Microsoft-driven data security, infrastructure and SLAS.
- Specialist CRM and Loyalty consulting team with comprehensive understanding of the retail landscape across micro-verticals ranging from fashion to hypermarkets.





## Competitive Advantages

FEATURES	TRADITIONAL ENGAGEMENT	MODERN ENGAGEMENT	AGGREGATORS	YEGERTEK ENGAGEMENT
CUSTOMER PROFILES	✓	✓	✓	✓
MARKETING AUTOMATION		✓	✓	✓
CUSTOMER ANALYTICS		✓	✓	✓
RETAIL ANALYTICS				✓
MOBILITY BASE		✓	✓	✓
RULE ENGINE	✓	✓		✓
ADVANCED SURVEYS				✓
CONSULTING SERVICES		✓		✓
MARKETING SERVICES			✓	✓
DESIGN SERVICES				✓

Contact us today to unlock the full potential of the modern datacenter and embark on a transformative journey to success.

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