



Service Overview

Coupon application helps the registered users to select their preferred category of purchase. Coupons specific to the categories are sent to the user. During purchase of any of the chosen category the user can redeem the acquired coupons at the counter. For redeem the user needs to show the bar code form of his/her loyalty Id and the applicable coupons are redeemed from the user's account.

The main facilities provided by the Coupon application to the user are through:

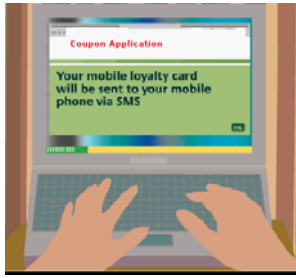
- **Coupon Acquisition:** Users need to register in the coupon application to acquire coupon. Various ways of Coupon Acquisition are through Wap, SMS/MMS and through Bluetooth Kiosk
- **Coupon Redemption:** The user can redeem the coupon through SMS, 1-D or 2-D Bar Codes or through Point of Sale contacts.

Key Features

- User Registration
- Retailer / CPG Registration
- Loyalty ID as SMS
- 1-D or 2D barcode
- User preferences
- Creating and pushing the coupons.
- Free Discount Coupons
- Scrolling Coupon as per user interest.
- Reporting Tools.
- User shopping pattern analysis.
- CPG Administration
- Integration of Loyalty programs.
- Role Engine to apply the rule at all levels
- Clearing House Integration
- Retail Server Integration
- Campaign generation tool
- Multi-factor Authentication
- Secure environment

Use Case Scenario

User Registers in application



User receives Loyalty ID in the form of SMS



User receives coupon information in the form of SMS



User purchases item of choice



Coupon Application



Gets the discount amount deducted from the actual amount after redemption of the coupon

User shows the bar code in bar code reader to redeem the coupon at the counter

For more details please write in to us at: contactus@canvasm.com

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