E W A R D S

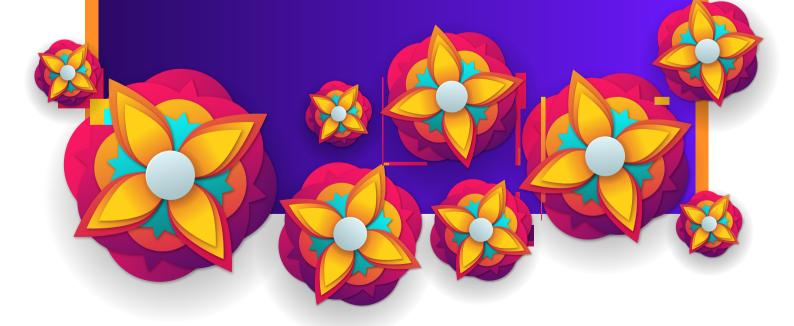
Tech-Lit Diwali:

Your Story, Our Sparkle



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In the dynamic world of business, eWards serves as a catalyst, nurturing the remarkable journeys of dreamers, entrepreneurs, and visionaries. Our marketing strategy doesn't merely rely on lines of code; it operates as a storytelling loom, intricately interweaving your narrative into the digital landscape.

We empower you to harness technology's potential, creating meaningful connections with your audience by recognizing the human stories behind every data point. Our vision is to craft a future where technology connects, evokes emotions, and generates boundless returns, fostering a new chapter of innovation and limitless opportunities for your story.





We're thrilled to announce the launch of our integration with Shopify and Shopify Plus, opening the doors to a seamless and integrated experience for all our users.



Key benefits:



Effortless Registration: Register customers

as loyalty members seamlessly.



Smooth Loyalty Redemption: Enable hassle-free

redemption of loyalty benefits.



Billing Data Transfer:

Seamlessly transfer billing data from Shopify to get a single dashboard to view your analytics both online and offline.



Easy Loyalty Issuance: Run loyalty offers on Shopify directly from eWards, just like in offline stores.



What's new?

You can now effortlessly link your Shopify websites to eWards, unlocking a world of possibilities. This integration ensures smooth customer registration, seamless loyalty redemption, efficient transfer of billing data, and streamlined loyalty issuance.

For an in-depth understanding of the integration process, view the complete integration document here.



nVoice: Your DiwaliSparkle for Billing



Introducing nVoice, your sparkling solution for seamless, eco-friendly billing. Just like Diwali sparkles light up the night sky, nVoice brightens your invoicing process.

Benefits of nVoice:



Your Brand, Your Way: Personalize your digital invoice to create an unforgettable brand experience.



Strategic Marketing: Customize nVoice for tailored offers and cross-promotional deals.



Effortless Feedback:
Gather valuable
feedback directly from
nVoice, enhancing

customer satisfaction.



On-the-Go Access: Allow customers to access digital invoices anytime, anywhere.



Monetize Ad Space: Unlock additional revenue by renting advertising space on nVoice.



Presence:
Connect customers
directly to all social
media portals through
nVoice.

Integrated Social



Promote Your
E-commerce:
Seamlessly link nVoice
to your e-commerce
portal for easy
customer access.



Streamlined Returns:
Simplify returns and minimize bill loss, ensuring customer convenience and satisfaction.

Use Case:

As Diwali approaches, envision a restaurant sending electronic invoices with personalized Diwali greetings to diners and special offers for their next visit. Similarly, a retail store uses nVoice to provide shoppers with electronic Diwali invoices featuring exclusive discounts and promotions. These eco-friendly billing methods enhance cost efficiency, reduce waste, and offer customers a convenient way to access and review their bills during the festive season.

Issuance:

- After the order, nVoice can be issued via SMS or WhatsApp.
- Access it through the "Past Order" button on the app or website's "My Order Screen."





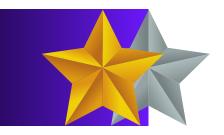
Personalized Diwali Delights: Unlock Targeted Gratifications with Exclusive Segments

How It Works:

Imagine you're steering a paid membership ship with Gold and Silver memberships. Exclusive Segments let you transform your customers' festive season celebrations with tailor-made rewards based on their billing range.



For Gold and Silver Members:



- 0-5k Billing Range: Delight them with a tempting 10% loyalty bonus, kindling the festive spirit.
- **5k-15k Billing Range:** Boost their festive joy with a generous 20% loyalty bonus, making their celebrations shine brighter.
- 15k and Above Billing Range: Spoil them with an incredible 25% loyalty bonus, turning their celebrations into a grand festival of delights.

For Non-Members:



• Same Billing Ranges: Offer a solid 5% loyalty bonus, 2%, etc., spreading festive cheer to all your customers.

Why it's a Game-Changer?

In the era of universal bill-range programs, Exclusive Segments steps in to revolutionize the game. Now, you can precisely target and tailor your bill-range programs exclusively for your cherished customers. This update empowers you to effortlessly select and target specific segments during billing, creating a more personalized and exclusive experience for your valued customers.



In the festive spirit, we are thrilled to unwrap a new feature that adds a touch of magic to loyalty management—introducing the ability to set up loyalty structures for sub-categories along with Ginesys item sync!



What's Sparkling?



Effortlessly set up loyalty for sub-categories, creating a festive glow for each category.



Establish a unified loyalty structure for all items within a specific sub-category, like decorating different corners of your home for celebrations.



Experience the joy of parallel synchronisation as loyalty and items harmoniously dance into the inventory, creating a symphony of festive efficiency.



Effortlessly synchronise items with our platform in real-time.

Benefits Illuminated:

- Businesses using Ginesys POS can now create a unified loyalty structure for sub-categories, reducing the time taken to issue loyalty rewards for items—imagine swift Diwali gift distribution!
- The loyalty structure seamlessly blends with item sync, making it as effortless as stringing lights on a festive tree to keep adding items to the inventory.
- Seamless capability to run SKU campaigns and access detailed reports.





In the festive spirit of Diwali, we are absolutely delighted to announce that eWards has harmoniously integrated with LOGIC ERP, unveiling a world of opportunities for our users in the domains of customer engagement, loyalty management, and seamless bill settlement data.

What's Bringing the Sparkle?



Customer Registration:

With the eWards-LOGIC ERP integration, users can light up their customer database directly through the POS system, making marketing strategies shine brilliantly.



Loyalty Earning and Burning:

This integration ignites loyalty programs seamlessly, allowing customers to earn and redeem points at the point of sale, sparking enhanced customer retention and brand loyalty.



Receiving Bill Settlement/Return Bill Data:

Real-time bill settlement data now shines at your fingertips, enabling better decision-making and smoother business operations, like the glow of Diwali lights.



SKU/Category Coupon Redemption:

Users can now enjoy the festive spirit with monetary and percentage discounts on specific SKUs within Logic, like the joy of receiving Diwali discounts.



Auto Engagement and Instant Campaigns:

Users can now brighten their campaigns with a larger audience when coupons are selected as gratification, like the joy of celebrating Diwali with a big gathering.



PROMO-Type Gratifications:

LOGIC POS now sparkles with support for the redemption of multiple-use coupon codes and PROMO-type gratifications, adding a Diwali touch to your offerings.



Coupon Redemption:

Like a Diwali gift that keeps on giving, customers can use the same coupon for future visits if they don't use it during their current visit.

For a deeper understanding of these dazzling features accessible through the LOGIC ERP integration, click here.



Exciting news from Pet Pooja Wallet! We are thrilled to introduce a fantastic new feature - the integration of the eWards Wallet as a payment option within Pet Pooja POS.



What's this feature all about?

The eWards Wallet stands as a digital wallet solution, meticulously crafted to offer customers a seamless and effortless payment experience. Customers have the opportunity to deposit a lump sum amount with their preferred brand and, in return, receive a digital wallet linked to their mobile number. This digital wallet accumulates credit points, which can be joyously redeemed for future transactions, adding a touch of convenience and celebration to their shopping experience.

Use Case:

The eWards Wallet operates independently, maintaining a separate and dedicated realm for transactions exclusively related to the brand. This creates a seamless and splendid way to make payments at businesses that use Pet Pooja POS.

Experience the ease and delight of eWards Wallet integration, adding an extra layer of convenience to your Pet Pooja experience.





Introducing Payment Wallet, your key to effortless and secure transactions during this glittering season. Elevate your customer experience and streamline payments with our digital wallet.

Benefits of Payment Wallet:



Contactless Payments:

Fast, easy, and contactless transactions.



Secure Transactions:

Authenticated with one-time passwords for safety.



Pre-booked Revenue:

A stable income source for growth.



Independence from Loyalty Balance:

Run separate promotions for wallet and loyalty programs, tailored to your brand.



No Redemption Cap:

Freedom for customers to spend without limits.



Customizable Packages:

Offer predefined wallet packages or allow custom top-ups.



Real-Time Updates:

Instant balance visibility for transparent transactions.



User-Friendly:

Effortless redemption right from your POS system.



Enhanced Retention:

Foster loyalty and repeat business with exciting wallet benefits.



Exclusive Promotions: Incentivize wallet usage with exclusive offers.

How can Customers Purchase a Payment Wallet?

Customers can easily buy a Payment Wallet directly from your outlet, listed as an SKU on Ginesys, and pay with it for future transactions. The Payment

Wallet is issued automatically upon capturing the transaction bill, ensuring a hassle-free and immediate experience.



 Sparkling Coupons: Outlet Exclusive Coupons and Offers for a Festive Shopping Experience

What's New?

Elevate your coupon game by controlling where coupons can be redeemed. This exciting feature allows you to:

- Offer exclusive deals at specific outlets.
- Run promotions tailored for new outlets.
- Run regional festive offers only for select outlets.



Use Case:

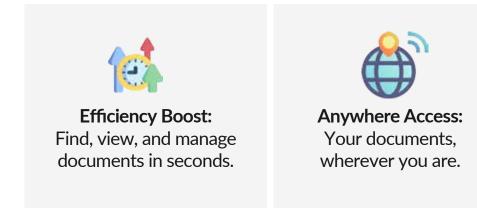
- 1. Grand Openings and Buzz Creation: Imagine you've launched a trendy new outlet and want to create a buzz. With Outlet Exclusive Coupons and Offers, issue exclusive coupons redeemable only at this new location. Boost engagement, target locations, and optimize promotions with ease.
- 2. Data-Driven Promotions: Leverage data analytics to identify top-performing and low-performing outlets. Tailor your promotions according to each outlet's specifications, ensuring optimal results.
- **3. Festival Season Specials:** During the joyous Diwali season, run region-specific offers. Use Outlet Exclusive Coupons and Offers to spread the festive spirit, enhancing the shopping experience for your customers. Celebrate the Festival of Lights with delightful savings!



The all-new Document Repository is here to transform how you store, organize, and access your crucial documents. Here's why it's a game-changer:



Benefits:





But that's not all! Experience a faster onboarding process with all your data in one place—control what documents you share with us. Elevate your document management experience today!



In true spirit, we're delighted to illuminate these exciting updates from ACE! We are thrilled to announce the introduction of new features for viewing Membership package and Coupon/ Promo/ Rewards history listings.

What's Shining Bright?

Cashiers can now effortlessly access a customer's Membership Package purchase history right from the Initial Screen. This provides a window into the customer's membership status and details, including:



- Current membership status and the radiance of start and end dates.
- Details of delightful gratifications within the membership package.
- Redemption status for gratifications, including the coupon redemption bill numbers.
- Cashiers can also bask in the glow of viewing a customer's coupons, rewards, and closed-ended promos directly from the Initial Screen. This page sparkles with essential coupon details like codes, statuses, and issuance dates.

Moreover, cashiers have the power to seek an extension for expired coupons, and the approval process will be beautifully managed through a designated list of numbers.

Benefits:



Seamlessly manage and view membership packages.



View historical data of coupons, promos, rewards issued



Exclusive Festive Promotions with Close-Ended Promo Codes for Targeted Celebrations

What's Fresh?

Dive into exclusivity with our latest feature - Close-Ended Promo Codes. No more generic outreach; these are promotion codes exclusively available to select audiences, not open for use by all customers. Experience fast delivery via SMS, WhatsApp, email, and push notifications.



Use Cases:

Exclusive Diwali Fashion Offer:

A clothing retailer aims to celebrate Diwali by boosting sales of their festive collection. They send close-ended promo codes to their loyal customers, offering a 20% discount on festive attire for a limited time. This creates exclusivity, targets the right audience, and ensures efficient code delivery via preferred channels.

Restaurant Delight:

A popular restaurant plans to make Diwali special for its loyal patrons. They send close-ended promo codes to their regular customers, offering a complimentary dessert with every festive meal. This exclusive offer adds a delightful touch to their Diwali dining experience, fostering loyalty and engagement during the festive season.

Employee and VIP Benefits:

un exclusive benefits for employees, their family members, and VIP customers during the festive season. Offer special discounts or promotions tailored for these select groups, adding a touch of Diwali joy. Enhance loyalty and engagement by providing unique perks to these privileged segments.

These use cases highlight the following benefits of close-ended promo codes:

- **1. Exclusivity:** The promo codes are only available to loyal customers, creating a sense of exclusivity during the festive season.
- **2. Targeted marketing:** The retailer is targeting the promo codes to a specific audience, which is likely to be more effective than sending generic promo codes to all customers.
- **3. Efficiency:** The promo codes are delivered quickly and easily via your preferred channel of communication, ensuring a hassle-free and joyful Diwali celebration.



Tailored Authentication for Every Outlet!

Scenario

Imagine you run a business with 9 brick-and-mortar outlets and thriving online platform. For seamless online experience, you decide to skip OTP authentication on your website. Meanwhile, in your prioritize physical outlets, you security and keep **OTP** authentication active.



What's New?

Merchants now have the power to customize OTP authentication settings for each outlet.

Benefits:



Flexibility:

Tailor OTP settings for every outlet.



Efficiency Boost:

Streamline processes with targeted controls.



Security First:

Ensure secure redemptions where needed.



On-the-Go Control:

Change settings dynamically for scenarios like heavy footfall during festive seasons, ensuring better operational efficiency. In case of network lags, switch off OTP authentication for a seamless customer experience.





What's New?

With our latest feature- Outlet Grouping & Reports, you now have the ability to seamlessly select your region and group outlets, eliminating the need for laborious clicking through multiple outlets.

Use Cases:

Imagine you own a retail chain with stores across a large city, and the festive season is just around the corner. Now, with Outlet Grouping & Reports, you can:

- Illuminate Trends: Stay ahead and discover emerging trends in your chosen region.
- Ignite Opportunities: Improve sales by understanding demand and popular areas.
- Craft Festive Strategies: Enhance your festive season strategy with region-specific insights.
- Be a Local Hero: Personalize experiences for your customers.

Upgrade to experience a smarter way to make data-driven decisions.



I. The sparkling new Pet Pooja Wallet Payment Skip:

Amidst the enchanting Diwali festivities, we're thrilled to unveil a sparkling new feature to brighten up your Pet Pooja experience – the "Pet Pooja Wallet Payment Skip"!



What's all the excitement about, you ask?

Picture this: A customer places an order through popular ordering platforms like Zomato and Swiggy, which often come adorned with their own array of delightful offers and discounts. With the Wallet Payment Skip option, businesses now have the power to oversee and gracefully manage the allocation of loyalty points for transactions carried out via Zomato Pay and Swiggy Pay. This empowers them with greater control and flexibility in shaping their loyalty programs, enabling them to skip awarding points for these transactions and avoiding any double celebrations of points.

Use Cases:

- Radiant Points Restriction for Particular Transactions.
- Sparkling Management and Expiry of Points awarded for those special transactions.

II. The magical WATI WhatsApp Integration:

In the true spirit of the festive season, we are delighted to announce our official integration with WATI - your official WhatsApp vendor - the "WATI WhatsApp magic".



What's the magic you wonder?

As a business, you are engaged in seamless communication with your customers through WhatsApp, a platform known for its festive offers and interactions. With the WATI WhatsApp Magic, you now have the power to control and enchantingly manage the distribution of messages, promotions, and updates on WhatsApp, ensuring that your Diwali promotions and messages reach your customers in a timely and delightful manner.

Use Cases:

- Glittering Message Scheduling for Special Occasions.
- Enchanting Campaign Management for Festive Promotions.

III. Payments made simple with CC Avenue

Exciting news to light up your festivities! We've joyfully integrated with CCAvenue, a secure, swift, and versatile payment gateway service. In addition to our existing options, you can now choose CCAvenue for your purchases.



What's this all about?

CCAvenue, a trusted payment gateway, offers seamless transactions for a wide range of payment methods, including debit/credit cards, net banking, digital wallets, cash cards, and mobile transactions. By integrating CCAvenue, we've added a touch of Diwali brilliance to simplify and secure your payment experience.

Benefits:





This Diwali, brighten your transactions with CCAvenue's simplicity and security.

IV. Delivery Partner Integration with Porter

Exciting Diwali tidings! We've joined hands with trusted logistics partner, Porter, to bring a burst of enhancements to our e-commerce platform, making the festive season even more delightful for our customers.



What's New?

Our collaboration with Porter introduces real-time order tracking, added security through OTP verification, automated deliveries, and the convenience of the Porter Business wallet for handling delivery charges. These enhancements light up the delivery journey while streamlining operations.

Benefits:



Serviceability Check: Porter ensures efficient delivery service within designated areas.



Order Placement: Conveniently place orders for a seamless experience.



Order and Vendor Details: Access comprehensive order information, tracking, and vendor details.



Order Cancellation: Swiftly address any unforeseen circumstances with easy order cancellation.

This Diwali, we're illuminating your delivery experience with Porter's brilliance.

V. Delivery Partner Integration with Dunzo

We're delighted to share the sparkle with you as our team seamlessly integrates with Dunzo, a hyperlocal logistics partner. This collaboration brings a burst of enhancements to our e-commerce module, ensuring faster and more seamless delivery services for our cherished customers.



What's New?

Our partnership with Dunzo ushers in real-time order tracking, OTP verification for enhanced security, an automated delivery process, and various delivery charge options. These features illuminate the delivery journey, enhancing the customer experience and operational efficiency.

Benefits:



Serviceability Check: Dunzo ensures efficient delivery service in designated areas.



Order Placement: Conveniently place orders for a seamless experience.



Order and Vendor Details: Access comprehensive order information and tracking updates.



Order Cancellation: Swiftly address changes or unforeseen circumstances with easy order cancellation.

This Diwali, we light up your delivery experience with the radiance of Dunzo's support.



Sneak a Diwali Peek



I. Inventory Sync

Get ready for a game-changing feature! Our upcoming Inventory Sync ensures real-time sync of product availability between your stores and eWards.

What's Coming:



Real-time Updates:

Keep product info consistent across platforms.



No More Overselling:

Bid farewell to stockouts with precise inventory data.



Consistent Details:

Track and update inventory with ease.



Streamlined Efficiency:

Simplify your inventory management.



Happy Customers:

Elevate your shopping experience with accurate product availability.

Stay tuned for a seamless, synchronized inventory experience. Get ready for Inventory Sync!

II. Gift Card:

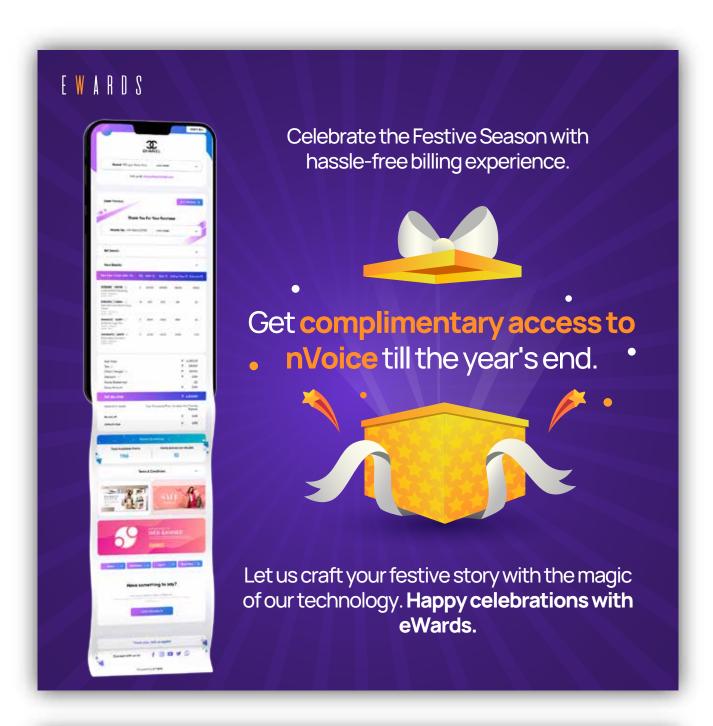
The objective of the project is to develop gift cards which can be purchased by someone and claimed by another person who will get a set amount of balance added to their wallet.





Exclusive Festive **Season Offers**









New Clients Onboarded







































































eWards Clientele



























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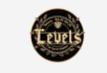














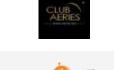






















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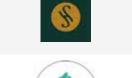


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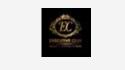
PORTFOLIO











Foodsta

Kitchens'•



COPPERLEAF





CAR FORMERS







Testimonials





"eWards loyalty system has many unique matrix's to understand customers and their purchasing behavior and tune our plan accordingly. Instant reports are the key factors of growth for any brand. The most thing we appreciate about their team is the service they provide! It's always a new day of learning while working with them. All the best eWards team."

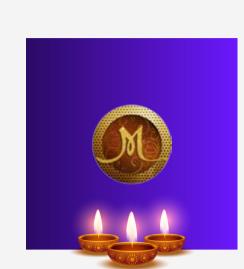
Karunakar Reddy CRM Manager, Centro



"Quick integration and easy configuration helped us launch our enhanced loyalty rewards program. We had a lot of guestions and were very happy with the support we received during our program setup. We have seen great results using the program. Good work eWards Team & Especially our account manager Monideepa ma'am. Appreciated."

Aashish Motwani

GM Marketing, Shree Shivam Group



"eWards CRM is good. It's the ideal solution for new businesses and SMEs. The system meets all of my requirements, and the price is reasonable. I had a minor issue and called my relationship manager, I was really impressed to be able to speak with the support team directly. They fixed my issue immediately and were very nice to deal with. I highly recommend eWards. I've found the customer service incredibly respond."

Director, Monalisa Stores

Vipul Sachdeva



"We have been using eWards for almost 18 months and are very satisfied with the service provided by eWards. Their team members are always available to resolve our issues, even on holidays. I would definitely recommend eWards to any kind of retail chain."

Director, Gurram Brothers

Suman Gurram



were shown promising new ways to make our company more visible through targeted marketing. Today, we plan our campaigns using statistics and more accurate data, which produces amazing results. Having experienced experts in the field, their team consistently suggests original campaigns and also learns from each campaign in order to improve the next one, eWards is truly the complete package."

"Working with eWards has been fantastic since we

Director, Kathiawar Stores

Devang Doshi



eWards has exceeded our expectations. The system has greatly improved our operational efficiency by streamlining and optimizing our loyalty program for hi-style & Diva brands. Its user-friendly interface and exceptional support make it a pleasure to use. we have also seen a noticeable improvement in customer satisfaction and loyalty. The software is highly recommended to any business looking to enhance its customer service."

"As a customer experience management solution,

Director, Hi-Style

Sharon Katta



"eWards offered us a very comprehensive CRM solution with a number of reports which give us an indepth analysis of our customers buying patterns. We are definitely seeing an uptick in customer loyalty and the sales. eWards loyalty points are motivating our customers to re-visit our stores. The support provided by eWards is the best part about eWards. We have timely responses for all our queries and additionally some wonderful suggestions from Monideepa's team for planning our campaigns. In today's world data is key for running any business, however only fetching data is not enough. The data needs to be tailor made as per the business requirement and eWards is doing that for us in a commendable fashion. We are in expansion mode and eWards can really help us in bringing out innovative products and reaching newer markets due to their in-depth analysis of consumers buying patterns." **Keyur Shah & Shalini Chhutani**

Partner & Senior Business Manager, Apsara Ice Creams



Diligent approach and unique programs have been instrumental in customer retention & customer engagement that has helped our growth and reach. Its been a great journey working with Mr.Rohit and his team including Sparsh, Monideepa, and others and we are sure our symbiosis will continue for mutual growth." Naveen & Veena Reddy Partners, Primero Hospitalities LLP

"At the Outset eWards has been a great professional partner in developing our restaurant Brand. Their

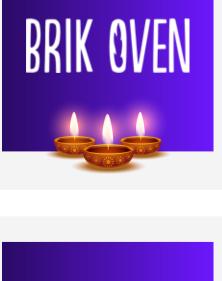
"Monideepa's dedication and commitment to providing



needs was essential to the success of our smart campaigns. I truly appreciate all of Monideepa's hard work and can confidently recommend her to anyone in need of great support." Hiren Suresh Kumar Bhatt Marketing Manager, Kabhi B

excellent support, which makes her a valuable asset to our team. Her ability to understand and address our

"We started off with just one module and very quickly



eWards across our enterprise. We always felt supported, and they executed all our plans with efficiency and ease. eWards takes a keen interest in helping our business grow, we look forward to more years of working with them." Anirudh Nopany Owner, Brik Oven

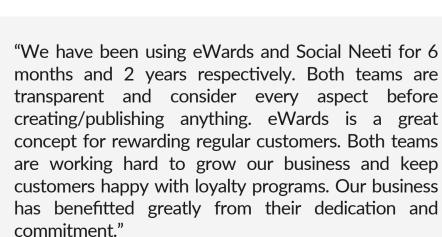
learned that they not only have a high-quality product, but also a very dedicated team. We are now using



"We've been working with eWards for about 4 years now. The rewards program has worked wonders for us in terms of customer retention and brand awareness. The team has been more than eager to help out in curating customer engagement campaigns and offers. I recommend eWards highly direct-to-customer business to add value to your entity."

Owner, TGIP

Prateek Garg



S Murali Owner



eWards Universe



ONE PLATFORM TO INCREASE REVENUE THROUGH CUSTOMER RETENTION & MARKETING AUTOMATION

Omni Channel Data-Driven Marketing Hub Multi-Platform Feedback Mechanism loop Industry-specialized Business Intelligence Tool orisn Personalized eCom Website and App- iOS and Android 360° Digital Marketing Agency social नीति **MARKETING** CONSULTANCY Providing fully integrated and customized data-driven customer marketing strategies

EWARDS

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2000+ Brands

7+ Years **55+** Cities

Countries

SCHEDULE A DEMO

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