

## *Do you want to...*

- INCREASE SALES
- INCREASE THE LIFETIME VALUE OF CUSTOMERS
- INCREASE REVENUE CONSISTENCY WITH MORE LOYAL CUSTOMERS
  - REWARD YOUR CUSTOMERS
  - BUILD LONG-TERM RELATIONSHIPS
- DIFFERENTIATE FROM THE COMPETITION
  - REDUCE CHURN

# XLBrowser™ Loyalty Program

The XLBrowser™ Loyalty Program (XLBLP) incorporates a traditional customer loyalty points program into the XLBrowser™ mobile-phone interface. The XLBLP is easy to understand and execute and enhances the relationship between a retailer/distributor and its customers.

*Via the XLBLP interface on the XLBrowser™ the customer can perform the following six actions:*

## Create Loyalty Account

---

The first time a customer uses the XLBLP he will be prompted to create a 4-digit PIN code. An account is automatically created based on the mobile phone number (MDN) and the user-entered PIN code.

## Add Points to Account

---

A customer enters a code from his purchase receipt into the “XLBLP Add Points” service. Every 24 hours receipts are reconciled and users who submitted valid codes will receive the points on their account.

## Check Points

---

A customer can query his current number of available loyalty points.

## Redeem Points

---

The customer uses the “XLBLP Redeem Points” service and requests to redeem x points, an SMS is generated with a redemption code worth x points and the points are deducted from the account. The customer then displays the code to the store manager in order to claim a prize.

## Transfer Points to Another Account

---

An XLBLP user can transfer points to another XLBLP member by entering the number of points to transfer and the recipient’s phone number. Each member will receive a text confirming the transfer.

## Recover Points from an Account Created with a Different Phone Number

---

If an XLBLP member gets a new phone number, select the “XLBLP Recover Points” option, enter previous phone number and PIN code. Any points remaining on the original account will automatically be transferred to the account used to submit the request.

## Mobile-XL

Mobile-XL builds a customized XLBrowser™ incorporating your icon into the main menu. When a user selects your icon, he will enter your customized Loyalty Program screen that includes five services: Add Points, Check Balance, Redeem Points, Transfer Points, and Recover Points. The XLBrowser™ will also include a number of services independent of the Loyalty Program. These services may be developed and supported either by Mobile-XL or by third-parties.

Mobile-XL creates a customer database, with customers identified by a unique MDN, and maintains customer accounts, including the actions of adding, deducting, querying, or transferring loyalty points.

Every night Mobile-XL reconciles the day's "Redeem Points" user submissions against a master file of the day's purchases, created by the retailer. Mobile-XL and the retailer will jointly determine the best way to validate a receipt code and add points to a user's account based on the purchase amount.

Mobile-XL creates a web-based "dashboard" where the retailer will be able to log in and view metrics about accounts created, XLBLP activity, and message traffic.

Mobile-XL will integrate with the SMS Service Provider based on the shortcodes and pricing determined by the retailer. Mobile-XL will work with the SMS Service Provider to implement the required integration.

## Retailer/Distributor

THE RETAILER IS RESPONSIBLE FOR THE FOLLOWING:

Distributing the XLBrowser™ application through PCs at retail locations

Promoting the XLBLP and the XLBrowser™

Communicating the XLBLP services

Developing promotions for a customer to redeem loyalty points in exchange for free or discounted goods

Defining how customers can redeem point codes, what items or promotions are available, and how many loyalty points each item or promotion requires

Generating a conversion scale from purchase amount to loyalty points earned

Creating the validation process for a user to show a redemption code at the point of purchase, in order to redeem prizes or promotional items

Defining the phone number(s) to which Mobile-XL should send an SMS for each redemption request, in order for store managers to verify the redemption code

Delivering a daily master file of purchases, with receipt codes and purchase amounts

Ensuring the legitimacy and sufficient technical capabilities of the SMS Service Provider

Determining, with the SMS Service Provider, the cost to users to send SMS messages from the XLBLP (the cost options will depend on the available shortcodes of the SMS Service Provider)

## SMS Service Provider

MOBILE-XL AND THE RETAILER WILL JOINTLY AGREE ON AN SMS SERVICE PROVIDER TO ENABLE THE XLBROWSER™ SERVICES THROUGH MULTIPLE SHORTCODES. MOBILE-XL WILL WORK WITH THE SMS SERVICE PROVIDER (SSP) TO PROVISION ONE OR MORE SMS SHORTCODES FOR USE BY XLBLP. THE SSP MUST HAVE:

The capability for "smart messaging", or specifying information in the UDH message header

Shortcodes at different price bands, including a shortcode that is free for the user, in order to allow for different services within the XLBrowser™

The technical capability to route messages differently based on pattern matching within the format of the message

Sufficient capacity to handle the expected load of the XLBrowser™, and must provide reporting tools for Mobile-XL to validate message traffic