

WEYHUB



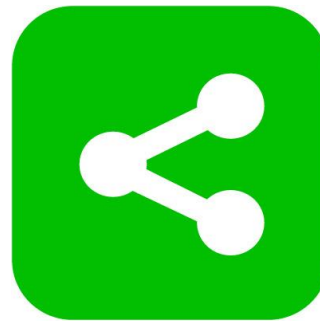
KEY FEATURES: FOR MERCHANTS

- For merchants:
 - Collect offline data produced at Points of Sale
 - Build business analytics/intelligence on top of it
 - Direct communication channel with customer
 - Exchange of points for social media actions: share/like items
 - Scanning terminal deployed as a mobile app



KEY FEATURES: FOR CUSTOMERS

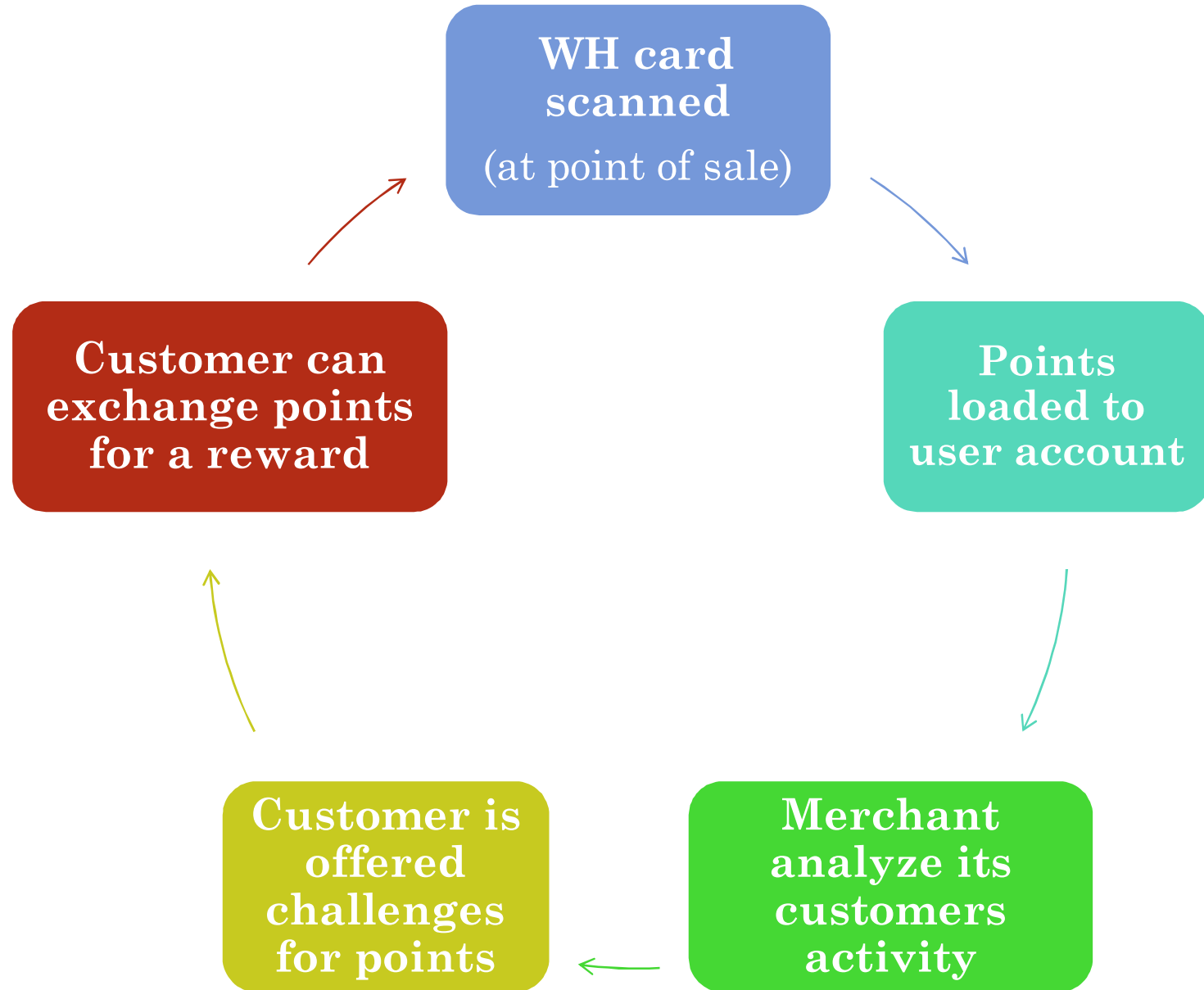
- For customers:
 - Use a single card to collect royalty/bonus points
 - Engage in social and gamified dynamics



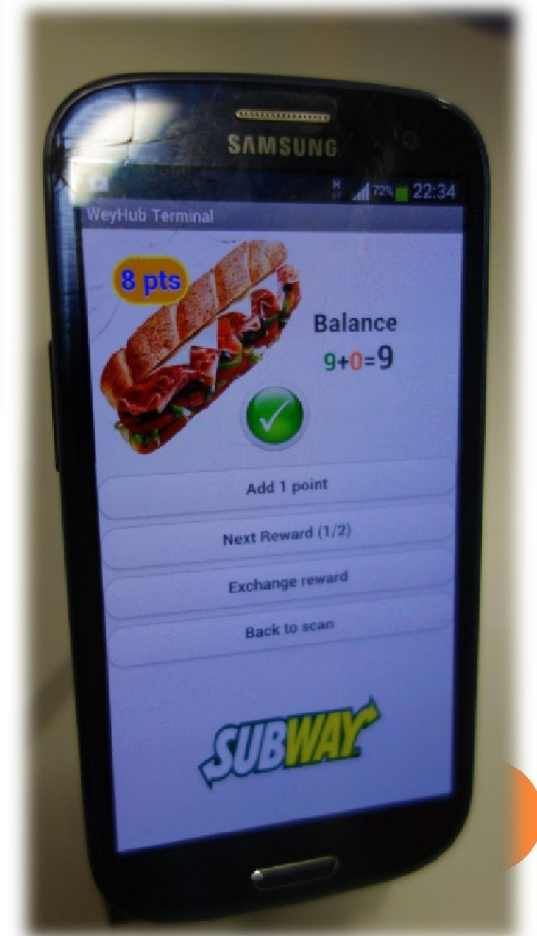
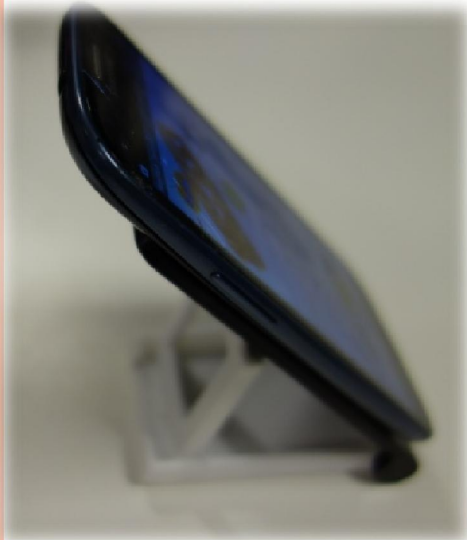
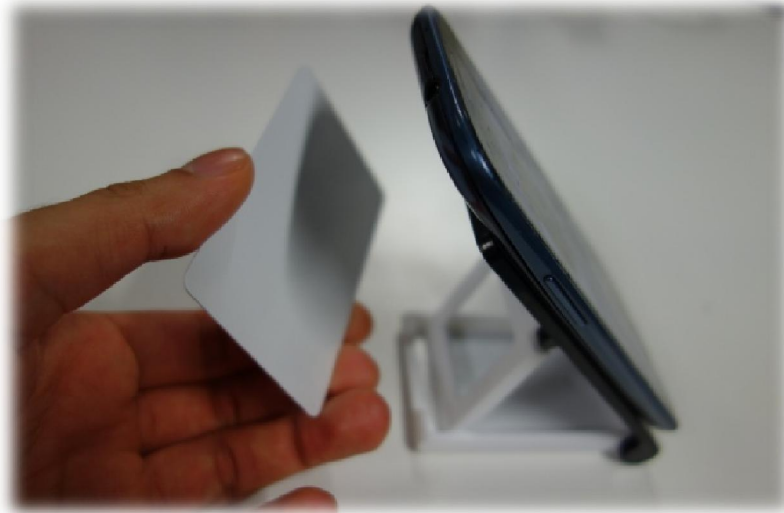
SHARE



PROCESS



CURRENT DEVELOPMENT: TERMINAL AS MOBILE APP – USED BY THE MERCHANT



CURRENT DEVELOPMENT: CUSTOMER WEB INTERFACE



Rewards that the merchant offer

Icon to indicate if customer can exchange reward



Customers can accept some challenges in exchange of points

SUBWAY 9 pts

8 pts

Free 15 cms baguette

1 pts

Free cookie

12 pts

Baguette and Soda

8 pts

MAKUUNI 2 pts

Ben & Jerry Ice Cream for free

Each merchant has its own card

CURRENT DEVELOPMENT: CUSTOMER WEB INTERFACE – ANSWER FORM AND GET POINTS (DIRECT COMMUNICATION CHANNEL WITH CUSTOMER)

You have 0 generic pts Welcome Luis. Log

Your experience

How would you rate our service?

- Excellent
- Good
- Normal
- Bad
- Poor

What is the most annoying part of your experience at SubWay?

- The waiting time
- The employees
- Hygienic
- Prices
- The taste

Why?

answer and get 5 point(s)

CURRENT DEVELOPMENT: CUSTOMER WEB INTERFACE – SHARE/ LIKE AND GET POINTS (SOCIAL DYNAMICS)

You have: 0 generic pts

Welcome Luis.

Like this!!

SUBWAY Subway suomi facebook page

✓ Likes You, Viri Stålnhammar and 84,620 others like this.

You like Subway Suomi.

Like this and get 3 point(s)

Say something more about this...

SUBWAY eat fresh.

Subway Suomi
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CURRENT DEVELOPMENT: MERCHANT WEB INTERFACE

Administration panel

Subway

Overview » **New vs. Returning** Apr 1, 2007 - May 1, 2007

Visits

17,311 visits from 2 visitor types

Site Usage	Goal Conversion	Views: [grid] [print] [refresh]		
Visits 17,311 % of Site Total: 100.00%	Pages/Visit 1.74 Site Avg: 1.74 (0.00%)	Avg. Time on Site 00:02:06 Site Avg: 00:02:06 (0.00%)	% New Visits 65.36% Site Avg: 65.36% (0.00%)	Bounce Rate 69.61% Site Avg: 69.61% (0.00%)

Visitor Type	Visits	Individual Visitor Type	Visits	compared to site average
New Visitor	11,315			30.73%
Returning Visitor	5,996			-30.73%

Find Visitor Type: containing [] Go Show rows: 10 1 - 2 of 2

Rewards
Add a reward

Teasers

Your experience	5	Add Teaser
Like us in Facebook	Points to offer	Add Teaser

Disable all teasers

