

POWERPOINT

Augmigo Membership Platform

Empowering SMEs, Crafting Success



BUSINESS

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Customers Life Cycle

Brief about customers life cycle



Benefits of Membership

Tell benefits of membership



Introduction

Introduce Augmigo Platform



Platform Demo

Show demo of platform





01

Customers Life Cycle

Customers Life Cycle





Attraction (引流)

Advertisement



Google Adv, Social Medis like FB, Radio, Newspaper, etc

Food Delivery Platform



FoodPanda, GrabFood, Eatigo, etc

Promotion



Discount, buy 1 free 1, etc

Location



Shopping mall, near office building

Membership



Exclusive reward for member



Retention (截流)

Quality & Service



Product quality, service, and experience

Continuous Feedback and Improvement



Seeking feedback from customers

Membership Programs and Incentives



Offering rewards, discounts, and exclusive perks



Re-Engagement (回流/复购)



Product

Product lover



Events

Birthday rewards



Promotion

Sessional program to Improve repurchase



Communication & Advertisement

Email marketing, social media



Exclusive Return Offers

Membership program – cash/discount/product voucher,



Virality (裂变)



More Branches

Build more branches



Marketing

Social media, contests,



Referral

Referral program to reward member



Collaboration

Collaborate with Partners



02

Benefits of Membership

Benefits of Membership

Customers Data Collection

Collect and know your customers better

Improve Customers Life Cycle

Program for each stage of customers life cycle

Partners Collaboration

Increase customer base and sales



Membership Program Life Cycle



INTRODUCTION

About Augmigo

At augmigo, we're passionate about redefining the way businesses build and maintain customer loyalty. With a clear vision of nurturing lasting customer relationships, we've developed a cutting-edge Loyalty SaaS platform that empowers businesses of all sizes to thrive in an increasingly competitive market.



03

Introduction

Proof
ALL HANDS
4/24/2019

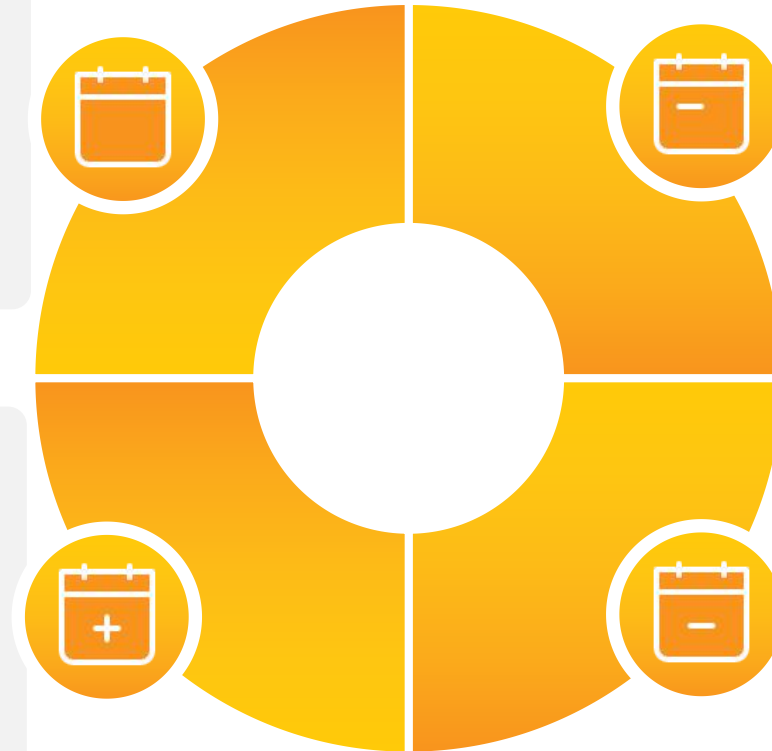
Augmigo Platform

MemberAsia
Consumer App

MemberPOS
Point of Sales system

Memberla
Merchant App to facilitate
membership program

BackOffice
Configure membership
Program



A blurred background image showing a person in a light-colored shirt working at a desk. On the desk are a laptop, a tablet, and a smartphone. The person's hands are visible, one holding a pen. The overall scene is a professional workspace.

04

Demo



Demo



BackOffice

[BackOffice Brief Demo](#)



Memberla

[Memberla Brief Demo](#)



MemberAsia

[MemberAsia Brief Demo](#)



MemberPOS

Comming soon



Demo



Lucky Draw

[Lucky Draw Demo](#)



Instant Reward

[Instant Reward Demo](#)

Augmigo Presentation

Thanks

