

POWERPOINT

Augmigo Membership Platform

Empowering SMEs, Crafting Success



BUSINESS

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Customers Life Cycle

Brief about customers life cycle



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Tell benefits of membership



Introduction

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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



The background image shows a laptop screen with a dashboard. The dashboard includes a sidebar with navigation items like 'Home', 'Dashboard', 'Forms', 'UI Elements', 'Tables', 'Data Presentation', and 'Additional Page'. The main content area displays several key performance indicators (KPIs) with upward arrows indicating growth:

- Total Users: 2500 (+1% From last Week)
- Average Time: 1.51 Sec (-3% From last Week)
- Total Males: 2,500 (+34% From last Week)
- Total Females: 4,567 (+12% From last Week)
- Total Collections: 2,315 (+54% From last Week)
- Total Connections: 7,325 (+54% From last Week)

Below the KPIs, there are tabs for 'Network Activities', 'User Signup', 'Converted Sales', and 'Swift Mark'. The number '02' is prominently displayed in the center of an orange overlay box.

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

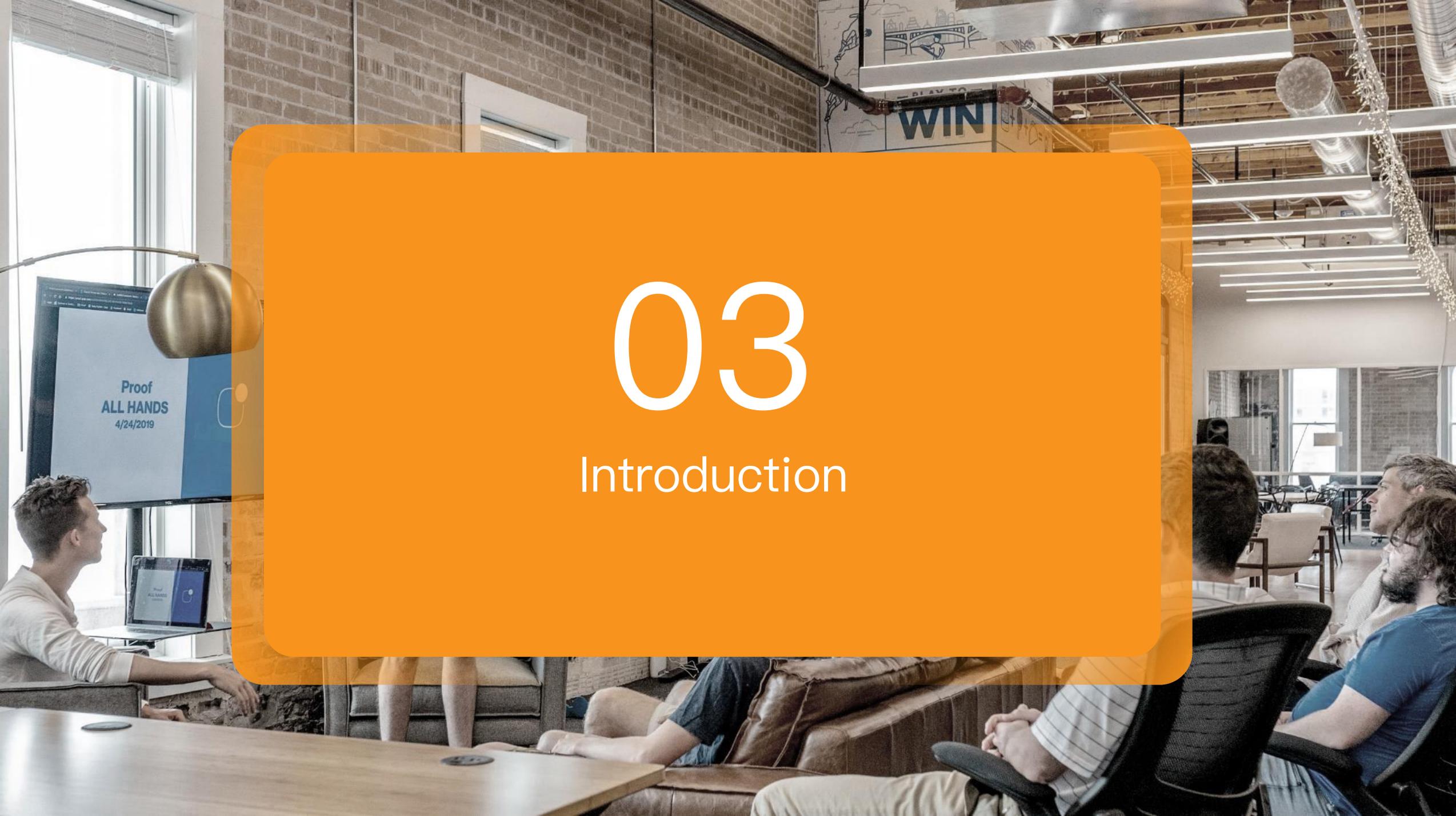
About Augmigo

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



Augmigo Platform

MemberAsia

Consumer App

Memberla

Merchant App to facilitate membership program

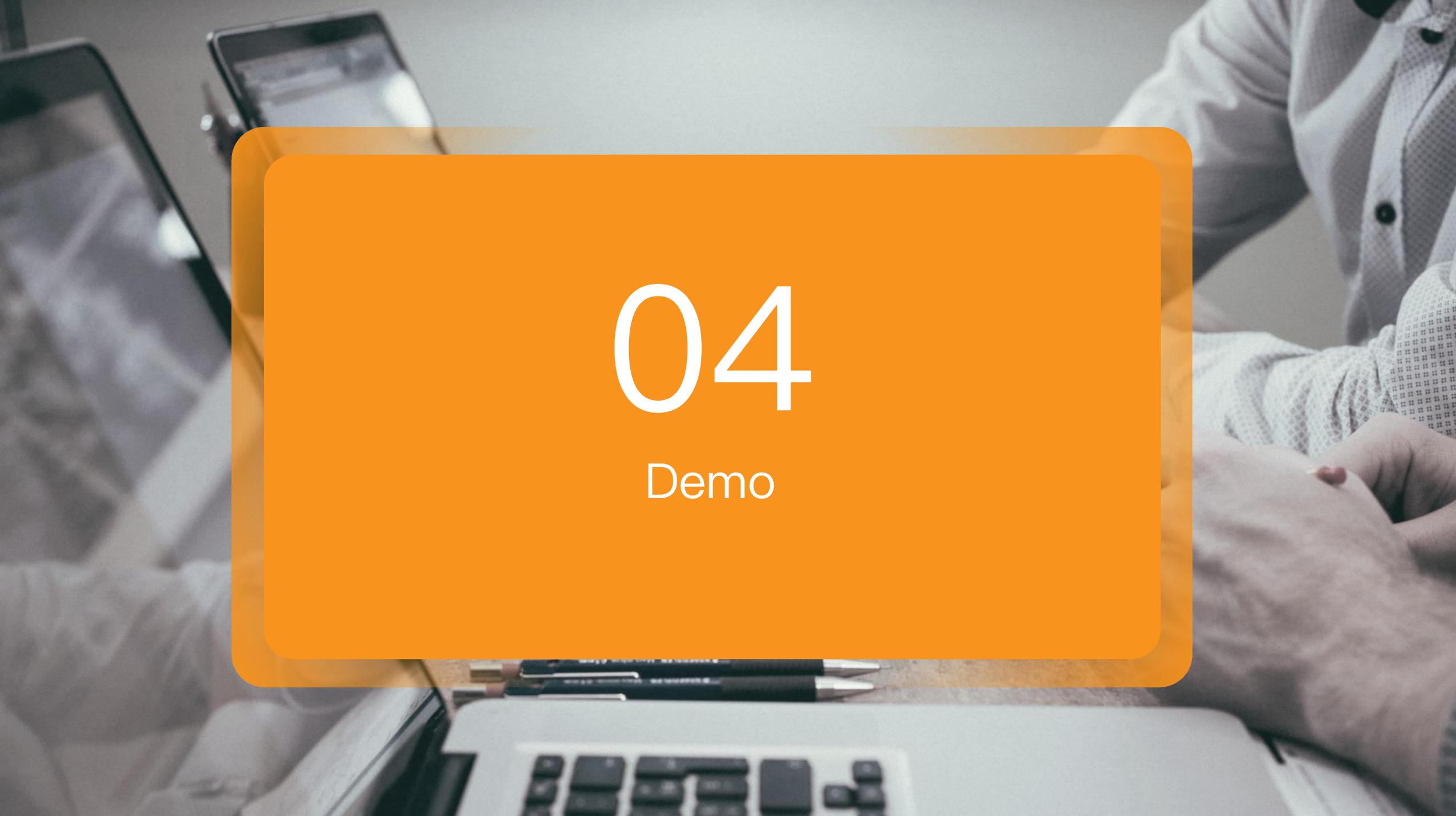
MemberPOS

Point of Sales system

BackOffice

Configure membership Program





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

