



new customer
BOGO free coupon
for next visit

since 14 Feb 2015
visited 30 times
average stay 11mins
today's reward: free
coffee for whole day

since 26 Oct 2016
visited 3 times
average stay 30mins
customer survey with
free coffee coupon

DIGITAL LOYALTY

The next gen digital loyalty system that transforms your customer intelligence into sales campaign - in minutes.



THE ULTIMATE DIGITAL LOYALTY SYSTEM FOR 300-900m² XIRUS AIM ESSENTIAL

Do you know Google and Facebook together captured a whopping 77% of digital advertising spending in 2016? Yes, almost every business goes for GOOG and FB when it comes to online advertising or advertising. That means advertisers are drifting in the sea of a crowded online marketplace. Differentiation and SOV closely correlate with the depth of an advertiser's pocket.



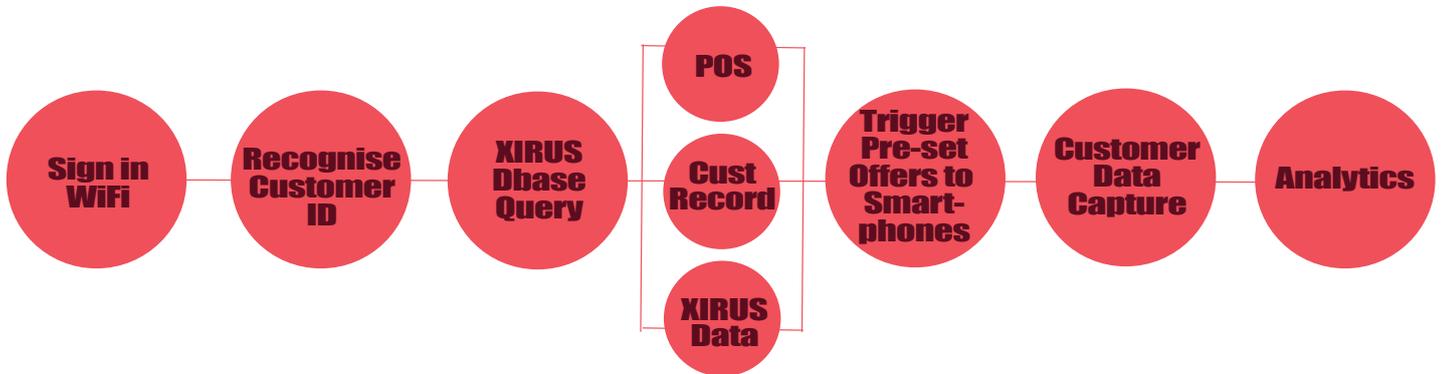
The BIG question of building a sustainable and growing customer base, is yet still 'hanging in there' despite the ad spent. Is there a way that not only draws traffic to your shops but keeps you in-the-know of different customers' shopping behaviours and their lifetime shopping analytics, so you can customise offers to them? Besides keywords, demographics and cookies, is there an exact media where you can talk to your customers precisely at where their purchases take place?

And Yes, XIRUS is here to solve your BIG question. Introducing XIRUS AIM Essential - the Next Gen Digital Loyalty System and your very own digital ad platform. Read on, and prepared to be awed.

QUINTESSENTIAL features

1. Identifies customer as they enter your shop as they sign in to your WiFi. You can send SMS or Banner ad to influence their purchase decisions. Only 6% of shops can identify customer before payment currently;
2. Ready Integration with POS and/or existing Customer Database;
3. Can map with your current POS/Database for targeted offer. For instance, send attractive offers to frequent customers who are currently in your store(s) or send offers to churn customers remotely;
4. Auto sign in everytime your customers visit your shop, after they connected to your WiFi the first time;
5. User-friendly Campaign Back-End when campaign can be set up in minutes. You can pre-set rules for specific SMS or ad banner to be triggered by customer types as they arrive at your shop(s), for instance, free offers for customers coming to your shop 10 times in three months. A good way to incentiivise customers to visit your shop(s) more.
6. Customer Analytics like customer traffic by date/time, duration of stay, frequency of visit are captured at the XIRUS AIM Essential back-end and that can be mapped with your POS data and current database. You have very powerful customer information for effective campaigns with us.
7. Paperless. Save printing cost and logistics. Avoidance of VOC (Volatile Organic Compounds) and extender dust that cause air pollution and smog.

HOW IT WORKS



USAGE & ANALYTICS

AIM SMS



AIM Ad Banner Injection

Your ad banner will appear when customers are online using your WiFi



Dashboard Overview

- 1 zone
- 25 campaigns
- 22 image campaigns
- 19 SMS campaigns
- 96,990 image views
- 0 SMS sent
- 78% image clickthru
- 34% SMS clickthru
- 60% Campaigns Activated

Visits Overview

- Overall Visitors: [Pie chart]
- Today's Visitors: [Pie chart]
- Visitor Duration: [Line graph]

Campaigns Statistic

name	views	clicks	CTR (%)
BOGO Coffee_new customers	104	86	82.69%
Free coffee for monthly visit_100min_2 yrs_loyal	288	241	80.87%
Free coffee if 2nd visit this month_inrequent	403	293	74.55%
Free waffle if 10th visit in 3 months_frequent	290	248	85.51%
PHP50 Off New Shop Coupon for Social Sharing	265	239	90.19%
Ad Hoc Hot Day Iced Coffee Tall Size Upgrade	701	629	89.73%

CAMPAIGN SET UP IN MINUTES DIRECTLY STRAIGHT TO WHERE CUSTOMERS NOW LOCATE

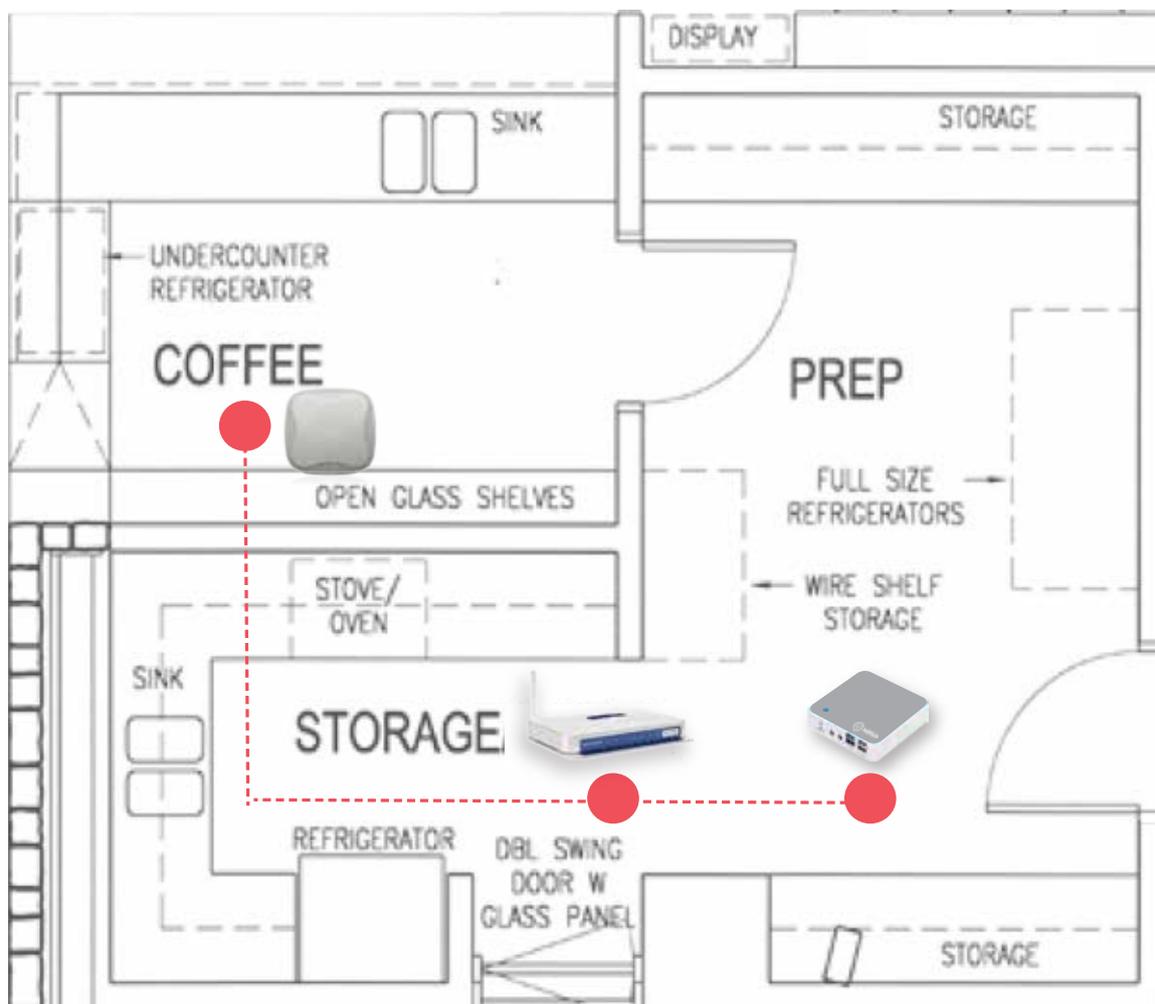
SETTING UP

XIRUS AIM ESSENTIAL is suitable for single or chain store each with a shop size of 300-900m².

Setting up XIRUS AIM Essential at your shop typically takes only 5 to 10 working days upon approval of broadband.

It will require a handy XIRUS AIM Essential Device to be configured and connected to your router and access point(s). In a typical store, 1-2 access points are sufficient.

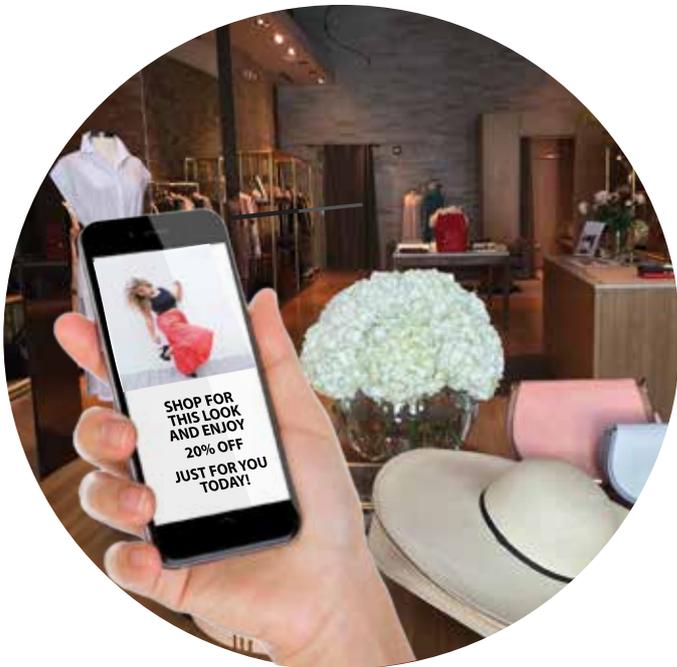
We offer total solution from broadband to installation and configuration of all hardware, software and cabling. Contact us and we will work out a plan for your requirements.



SIMPLE & BEAUTIFUL

solutions

APPLICATIONS FOR SINGLE STORES OR RETAIL CHAINS



FAST. Campaign can be set up in minutes, empowering business owners and managers to drive sales instantaneously.

REACH. Most direct and personalised advertising media ever in history is customers' smartphones.

EFFECTIVE. Captures shoppers' behaviour like frequency & pattern of visit and duration of stay. It can map with your customer database, enabling individualised offers.

EXCITEMENT. Surprise offers creates memorable experiences for your shoppers. No customer is the same!

COST SAVINGS. Paperless, time saving, environmental friendly.

Influence shoppers' duration of stay and purchases before they check-out.



ABOUT XIRUS

XIRUS was founded in 2014 by WiFi/Network Solutions experts with over 20 years of experiences in blue-chip US Tech Firms. Seeing the upsurging needs for seamless WiFi performance in a highly dynamic environment, and the potential to leverage WiFi's usability for its clients, the company pours its passions into the research & development of WiFi applications and appliances to precisely resolve the many top issues faced by IT executives and WiFi users, enhancing efficiency of businesses and customer satisfaction.

XIRUS now carries four proprietary WiFi technologies:

1. XIRUS PULA - Dynamic Bandwidth Management & System Monitoring Solution
2. XIRUS MERA - WiFi Landing Portal
3. XIRUS AIM Enterprise - Next Gen Digital Loyalty System for Enterprise & Multi-Sites
4. XIRUS AIM Essential - Next Gen Digital Loyalty System for Single Shops of 300m2

XIRUS has been serving some of the most discerning international institutes since its start. These includes 5-star hotel chains, top finance institutes and government telecom authority. Our long-term and growing relationships with premier clientele exemplifies trust and our level of commitment to service excellence, as well as accuracy and precision in delivering performances as planned.

XIRUS operates in Hong Kong and Asia. Our certified partners network and WiFi planning experiences and accuracy mean that we can streamline large scale projects without the usual cumbersome, procedural-focus approaches, offering clients a great project experience and performance efficacy.

Attributions:

*Coffee shop technical drawing - <https://www.pinterest.com/anjell17/architectural-designs/>

*Website screen on mobile phone of Ad Banner Sample: <http://www.gmanetwork.com/news/showbiz>

*Mobile phone images, as well as the AP, router or other images in this page are royalty free to our best knowledge. Owners of the above images are welcome to advise us to give attribution or remove such if these have infringed on the right of use.

*Contact us icon: <http://www.flaticon.com/authors/designerz-base> "Designerz Base" Designerz Base from <http://www.flaticon.com> is licensed by <http://creativecommons.org/licenses/by/3.0/> "Creative Commons BY 3.0" target="_blank">CC 3.0 BY</div>



You are such
an angel to us!
Thanks for coming by
every week this month.
Please come and
get your free treat.

Let your imaginations
and sales fly!



With **XIRUS**
AIM Essential

JB Africa
Product Specialist
Wordtext Systems Inc. (WSI)
Julborg.africa@wsiphil.com.ph
+63 916 761 0893