



UNITED DIGITAL SOLUTIONS

YOU ALREADY HAVE CUSTOMERS

Let them stay
with you as long
as possible

UDS

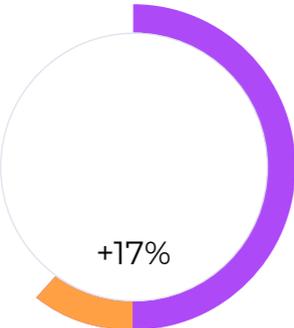
United Digital Solutions

We help to boost profits,
make customers happy and increase
frequency of their visits

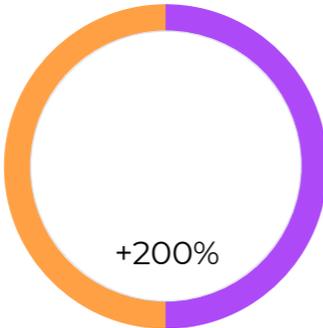


VALUE OF LOYALTY PROGRAMS

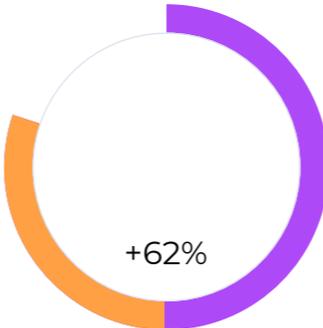
- **Before implementation** of the loyalty program
- **After implementation** of the loyalty program



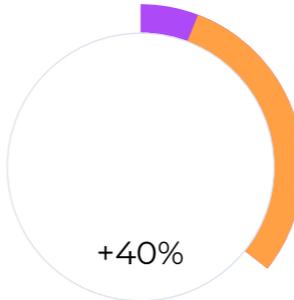
Number of recommendations is **increased by 17%**



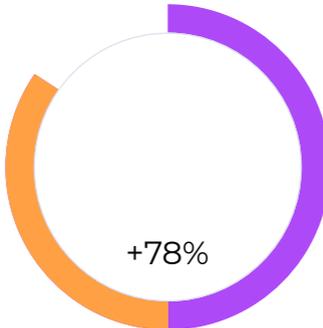
2 times more purchases



Number of positive feedbacks is **increased by 62%**



There is a 5% probability of purchases made by new customers, while the probability of purchases made by loyal customers is **40%**



Number of loyal customers is increased **by 78%**

Reported by Loyalty 360 Association and Nielsen

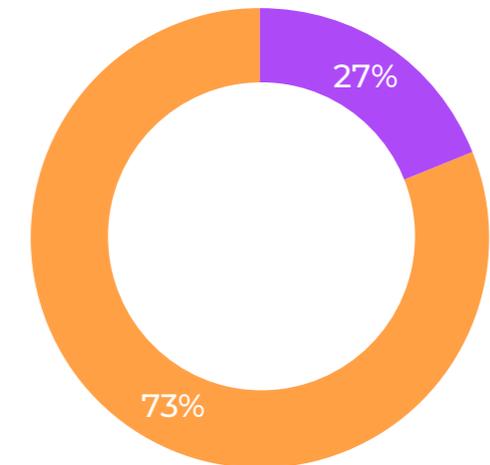
VALUE OF LOYALTY PROGRAMS



20% of your loyal customers generate **80%** of your revenue



VIP and loyalty program members are **70%** more likely to spread the word about your business to friends and family



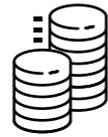
73% of consumers prefer a mobile app for a business's loyalty program

VALUE OF LOYALTY PROGRAMS



Retention

It costs **7x more** to acquire a new customer than to retain an existing one



Revenue growth

Building loyalty with **5%** more customers would lead to an increased average profit per customer of between **25% and 95%**



Expenses

You need **9 first time shoppers** to reach the conversion of **1 repeat customer**

TOP-5 MISTAKES OF ENTREPRENEURS

in their cooperation with customers

MISTAKE 1

Creating irrelevant content

Creating offers and special deals that are not valuable for the majority of customers

MISTAKE 2

Neglecting customer base

According to statistics, 50% of customers do not come back, and you have not communicated with them and have never requested to leave contact details

MISTAKE 3

Not requesting recommendations

91% of customers say they are ready to recommend your business to friends and family, but only 11% of entrepreneurs ask for recommendations

MISTAKE 4

Not promoting your loyalty program to customers

And not providing them with the information on how to use it

MISTAKE 5

Loyalty program has been implemented in the past

But you haven't monitored the effectiveness of the personnel and results achieved by them

Reported by Loyalty 360 and Nielson

4 EFFECTIVE STEPS

to foster customer loyalty

1

Involve your personnel,
improve the customer
service quality

2

Manage accounts in social
networks

3

Stay in touch with
customers, consider their
opinions and feedback

4

Set a loyalty program up

UDS

multiplies profits,
makes customers happy,
and also can:



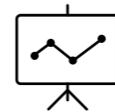
Update your customer base. Most entrepreneurs maintain the customer base manually and on inconvenient media: notebooks, Excel spreadsheets. **With UDS you can automate database maintenance,** get to know your customers better – who they are, how frequent they make purchases and recommend your business



Encourage your customers to make repeat purchases, increase the average bill amount



Establish a direct dialogue with customers: communicate with customers using push-notifications, reward them with points for holidays and birthdays, and create individual offers



Monitor current statistics and analytics of your business



It also contains an integrated KPI system for personnel

IT IS EASY TO SET A LOYALTY PROGRAM UP:

1



2



3



4

Register

**Fill in your company
profile** in the app

**Create your personal loyalty
system** or use a ready-made
solution. We have studied
thousands of successful
business cases and best
practices for you

**And enjoy revenue
growth**

Tools are continuously being improved so that you can
use the most effective solutions

TARIFFS

FREE

Free of charge

START

Subscription fee
100\$ per month

SMART+

One-time payment
900\$
+
Subscription fee
20\$ / per month

So, let's start?

CUSTOMER CENTER

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E-mail: **support@uds.app**

UDS

Entrepreneur's prosperity
through his customer's admiration