BR Business Review
ROMANIA'S PREMIER BUSINESS MAGAZINE

WAKING UP THE SMART MARKETING MACHINES

SEPTEMBER 28, 2016

SYMPHOPAY™

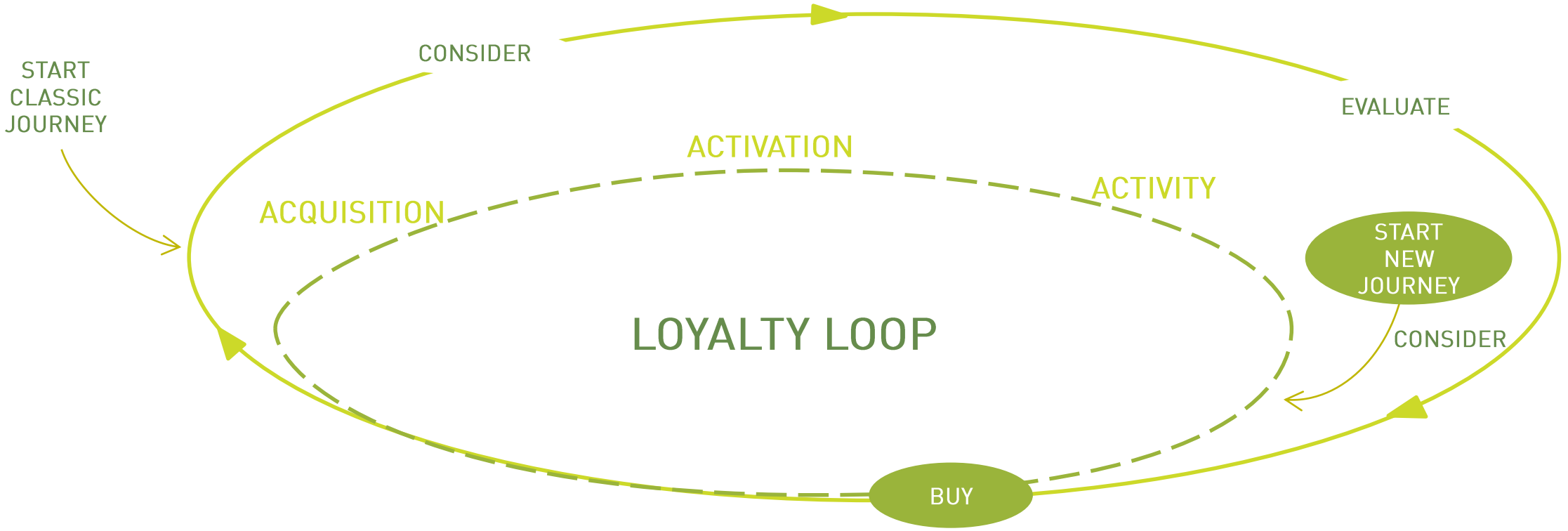
“Amazon is a technology company.
We just happen to do retail.”
amazon.com®

FinTech

Financial technology, also known as FinTech, is a line of business based on **using software to provide financial services**. Financial technology companies are generally startups founded with the purpose of **disrupting incumbent financial systems and corporations that rely less on software**.

RETAILERS

- Operate multiple POS terminals
- Unaesthetic counters
- Lack of integration with cash registers
- High costs for infrastructure developments
- Manual operations generate errors



CUSTOMER JOURNEY

SYMPHOPAY™

CUSTOMER EXPERIENCE DRIVES **MORE SPENDING**

78%

...of consumers are more likely to be a repeat customer.

9 in 10 will pay 25% more.

LOYALTY VANISHES W/O CUSTOMIZATION

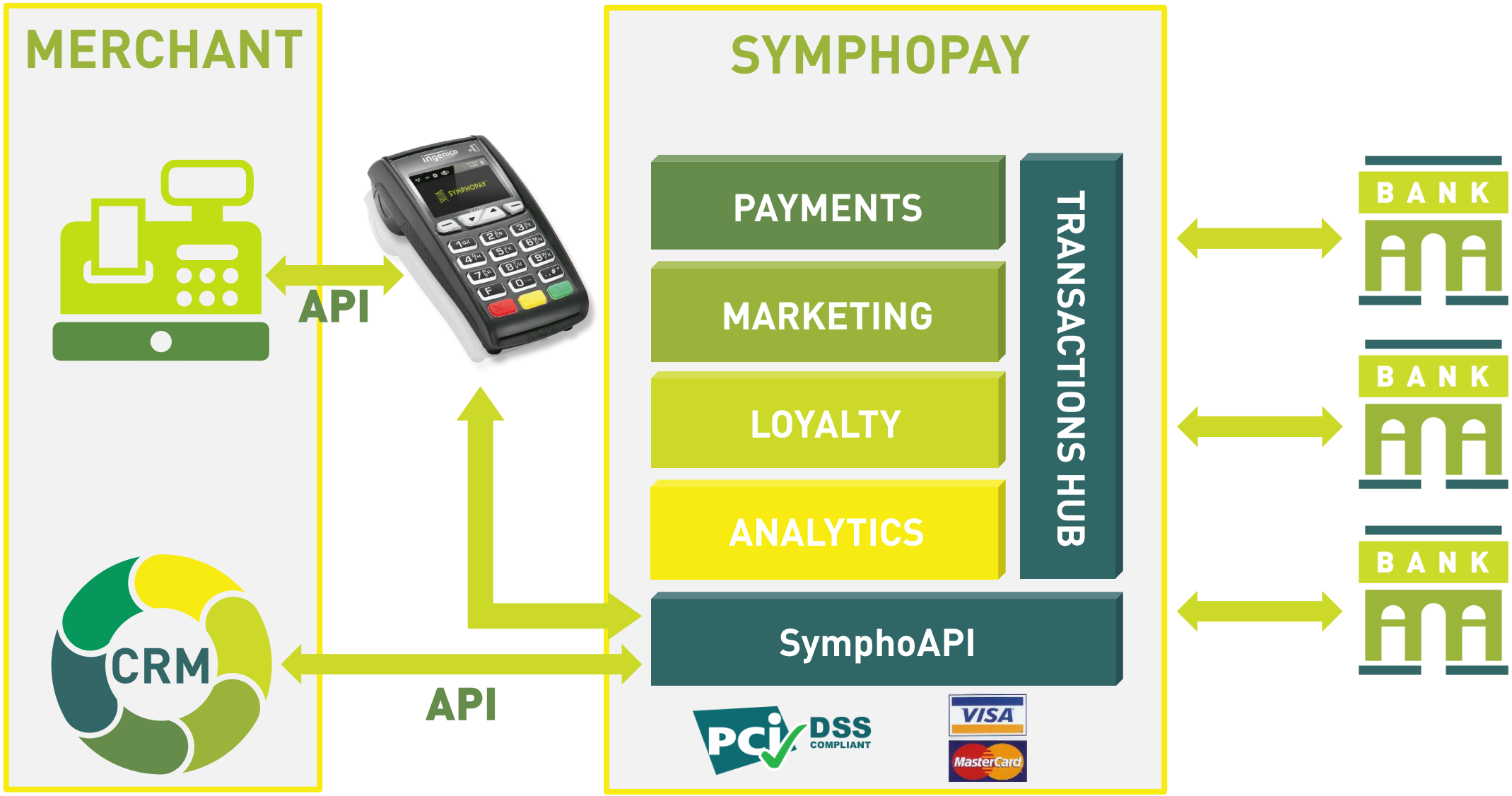
50%

...abandon loyalty programs from retailers who don't deliver relevant offers/discounts.

COUPONS & VOUCHERS **DRIVE NEW SALES**

70%

...of the clients will buy again if they're offered an incentive.



TECHNOLOGY
DISRUPTION

SYMPHOPAY™

CUSTOMER EXPERIENCE

FLANCO

CUPON REDUCERE
15%

La orice produs
achizitionat
in perioada
1 Oct 2015-31 Dec 2015

Serie: FLNC0012543267

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Cuponul se supune
termenilor
disponibili la
http://flanco.ro/toamna5

CUSTOMER LIFECYCLE

"We have at least 35.000 transactions on a monthly basis and for us it's a huge opportunity to communicate with our customers and make them come back more often."
– Merchant feedback

CUSTOMER COMMUNCATION

BT BANCA TRANSILVANIA

SYMPHOPAY
Terminal Test

26/01/2016 15:30:05
ID TERMINAL: 00003500
COMERCIANT :100001001000

VANZARE

AID:A0000000032010
Visa Electron
**1443
BT TESTE ROPECO2

BATCH:000005 BON:000649
RRN:167352121212 RC:00
AUTH:691892 STAN:000674

SUMA 250,00RON

TRANZ. ACCEPTATA
EXEMPLAR CLIENT

****

Puncte acumulate:250

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BEYOND
PAYMENTS

SYMPHOPAY™

MERCHANT BENEFITS

- Multiple banks, **1 POS** terminal
- Integrated **MARKETING** campaigns
- Increase customer **ENGAGEMENT**
- **CONNECT** entire retail operations
- Advanced **ANALYTICS**

BUSINESS
BENEFITS

SYMPHOPAY™

THANK YOU!