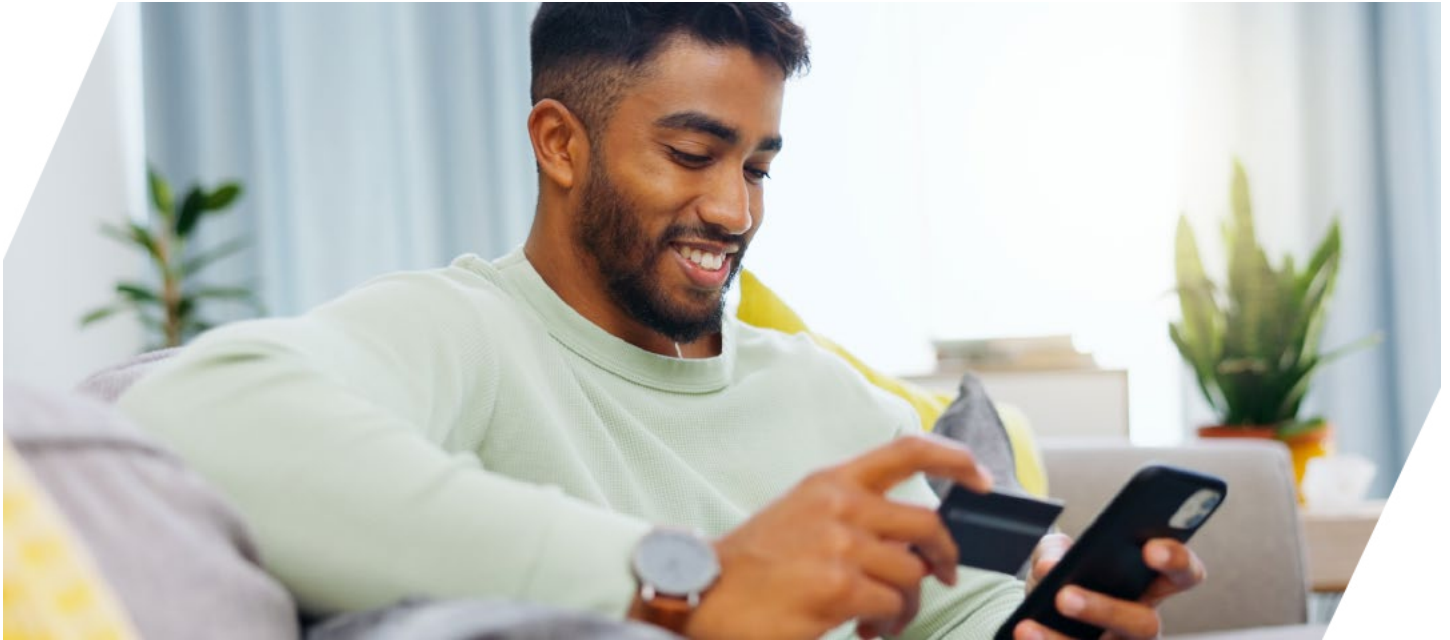**ANNEX CLOUD**

OneView Commerce

Unifying Commerce with Loyalty
Break down silos, build stronger relationships

Delivering seamless omnichannel loyalty with Annex Cloud and OneView Commerce

Today's omnichannel customer expects a seamless experience across all touchpoints—in-store, online, in-app, and mobile. Unfortunately, complex and disparate tech stacks often create friction when managing a unified commerce experience. Disjointed systems create problems not just for customers but also for internal teams:

- Store associates and salespeople struggle to engage customers effectively and personalize experiences.
- Marketers lack a comprehensive customer view, hindering targeted campaigns.
- Merchandisers have difficulty understanding customer preferences, impacting product selection.
- IT spends valuable time managing and integrating disparate systems.

Creating a unified commerce experience drives personalization, leading to higher customer satisfaction, increased average order value, and improved purchase frequency.

Limited loyalty leads to missed opportunities

Loyalty programs directly affect the metrics of unified commerce tech stacks, making it imperative to integrate loyalty across all channels to reap the full benefits of an enterprise loyalty program. When loyalty is limited by channel, customers encounter a host of challenges that erode their overall experience:

- **Earning and redemption challenges:** customers can't earn or redeem rewards consistently, hindering engagement and reducing average order value.
- **Inconsistent rewards:** customers encounter different rules, tiers, and rewards across channels, leading to frustration.
- **Limited redemption opportunities:** restrictions on channels where rewards can be used prevent customers from fully utilizing their benefits.

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- **Missed personalization:** without a unified view of customer behavior, tailored offers and rewards are difficult to implement.
- **Data silos:** inconsistent data collection across channels hinders valuable insights and analytics.

Loyalty meets commerce: a perfect match

By integrating loyalty as part of a unified commerce strategy, marketers are empowered to collect zero- and first-party loyalty data, deliver personalized offers, and understand customer preferences for clientelling. Incorporating loyalty programs across all channels can:

- **Influence customer behavior:** omnichannel loyalty programs incentivize purchases at every touchpoint, boosting sales. Studies show loyalty programs can increase customer lifetime value by 30% or more *(Forbes)*.
- **Leverage zero- and first-party data:** unified commerce platforms collect valuable customer data, enabling personalized experiences and targeted marketing.
- **Establish a centralized loyalty database:** a single source of truth for customer loyalty data streamlines operations and provides a complete customer view.
- **Ensure consistent loyalty experience:** customers can seamlessly earn and redeem rewards regardless of channel.
- **Personalize rewards:** data-driven insights enable tailored offers that resonate with individual customer preferences.
- **Break down technical barriers:** integration with existing retail platforms (POS, e-commerce, CRM) creates a seamless tech stack.
- **Drive data-driven decisions:** comprehensive data analysis helps optimize loyalty programs and identify upselling/cross-selling opportunities.

Two technologies, one seamless solution

The OneView Commerce Point of Sale integrated with the Annex Cloud Loyalty Experience Platform, empowers store associates to become loyalty champions. By giving associates real-time access to customer loyalty information and the ability to earn and redeem points at the point of sale, every interaction becomes an opportunity to build stronger

Motivate behaviors that matter

The Annex Cloud Loyalty Experience Platform provides personalization with the push of a button. Encourage actions to complete the shopper profile by incorporating loyalty activities with category offers and marketing tactics :

Product-centric Loyalty Activities

- Redeeming manufacturer coupons
- Repeat purchasing
- BOGO and multiple buy offer redemption
- Multi-save and conditional offer redemption
- Product feedback

Social Loyalty Activities

- Social referring
- Social sharing
- Branded hashtag usage or @mention
- Social sign in
- Social engagement

Behavioral Loyalty Activities

- Publishing reviews
- Account creation
- Newsletter sign up
- App download
- Completing profile
- Event attendance
- Paying with points

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customer relationships. With a unified view of customer preferences and behavior, associates can offer personalized recommendations, upsell effectively, and create memorable shopping experiences that drive loyalty and repeat business.

The combined power of Annex Cloud and OneView Commerce creates frictionless customer journeys by seamlessly integrating loyalty into every interaction, from earning to redeeming rewards. Customer experience is enhanced by leveraging rewards, while providing marketers with the data required to personalize messages and maximize engagement.

Engage and reward customers wherever they engage

OneView's powerful Unified Commerce Platform synthesizes engagement to the "moment of action" in every omnichannel engagement. With powerful checkout and store fulfillment options, OneView is perfectly positioned to extend loyalty, positively influence customer experiences, simplify associate workflows, and reduce friction in the customer journey. OneView brings frictionless checkout and seamless loyalty engagement to:

- Traditional checkout
- Mobile checkout
- Store fulfillment, including buy or reserve online and pickup or return in-store

Mobile Checkout

CUSTOMER PROFILE

Traditional checkout

Store fulfillment

Scale powerful, personalized, and associate-optimized checkout and store engagement functions, including powerful loyalty integration across in-store, mobile app, and online customer engagement points. Leveraging OneView's intuitive Point of Sale, associates encourage customers to maximize personalized offers to create cross-sell and upsell opportunities that drive customer engagement and retention.

Never miss a customer interaction with Annex Cloud & OneView Commerce

Together, OneView and Annex Cloud ensure seamless loyalty integration across channels—tracking behavior, rewarding, and optimizing every brand interaction. To learn more about OneView Commerce with Annex Cloud, speak to a Solutions Specialist today!

🌐 oneviewcommerce.com

✉ info@oneviewcommerce.com

📞 +1 (617) 279-0549 ex. 2

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