

# Mobile Customer Engagement Solutions for Retail



For only **\$49 /month** your stunning branded mobile customer engagement app will help you to increase sales, drive more in-store traffic, increase customer spend, and improve customer satisfaction & online reviews with the following features:

- ✓ **Mobile eCommerce Store** – increase sales and conversion rates directly inside the mobile app.
- ✓ **Push Notifications** – send actionable pop-up alerts to customers' smartphones i.e. specials, sales, events, redeem offer, etc.
- ✓ **Mobile Coupons** – increase customer spend, drive in more traffic and boost satisfaction.
- ✓ **Loyalty Rewards** – reward loyal customers for making frequent visits and purchases.
- ✓ **Survey** – capture critical customer insight on their experience and satisfaction.
- ✓ **Mobile Clienteling Messaging** – improve sales and increase customer satisfaction with one-to-one customer engagement.
- ✓ **Events** – increase attendance by publishing and promoting sales, events and activities.
- ✓ **Social Media** – promote your brand awareness by leveraging Facebook, Twitter, YouTube, etc.
- ✓ **Analytics** – view reports on user downloads, activity, coupon redemption, etc.
- ✓ **No Surprises** -- no set up fees, no hidden fees, no limits, no surprises.



"This is a MUST HAVE. We've increased visitor flow while improving customer spend with mobile offers."

**John Dawson**  
General Manager



"Our beautiful customer engagement app helps us to differentiate our business and be more competitive."

**Barbara Battles**  
Manager



"Our powerful engagement, monetization and promo features helps to improve our sales & grow our business."

**Joe Alderette**  
Owner



## Frequently Asked Questions

### Why do I need a mobile app? I already have a mobile website.

A mobile app gives businesses the advantage of having their own corner on a customer's device. You have more control over the engagement and presence on a customer's device than you would with a mobile website. For instance, a mobile app can be closed or inactive, but still work in the background to send geo-targeted push notifications and mobile offers such as specials, events, sales, etc.

### What is the cost? Any additional fees?

Your mobile customer engagement app is specially priced at only \$49 /month. There are no set up fees, no hidden fees, no extra fees, no surprises.

### Is my app free for my customers?

Yes. Your customers simply download the app from iTunes or Google Play for free.

### How do I promote my app?

Request [Zuzapp's best practices](#) to promoting your mobile app via a variety of channels.

### Will customers download my app?

Yes. While quantity is a good metric to track, it's important to also focus your mobile strategy on the value of quality. The behavior of a mobile user vs a non-user is key to your ROI. Mobile users are avid users. They are more open to receiving push notifications; they are more amenable to act on mobile offers; and they are much more likely to share your app and mobile offers with their friends, family and colleagues. That said, it's necessary to promote your app to generate downloads, however also focus your strategy on engaging mobile users with push messages, mobile offers and digital loyalty programs.



"Our customers are delighted and wow'd with the mobile engagement experience we are providing them."

**Ed Wells**  
Owner



"Our geo-targeted push messages promote our loyalty program, specials, events, and so much more."

**Patrick Miner**  
General Manager

1 7 L I G H T

"Mobile offers and social sharing helps us to boost traffic into our business and increase customer spend."

**Amy Lankford**  
Marketing Manager

