



Power & Scale, Channel & Customer Engagements

USA

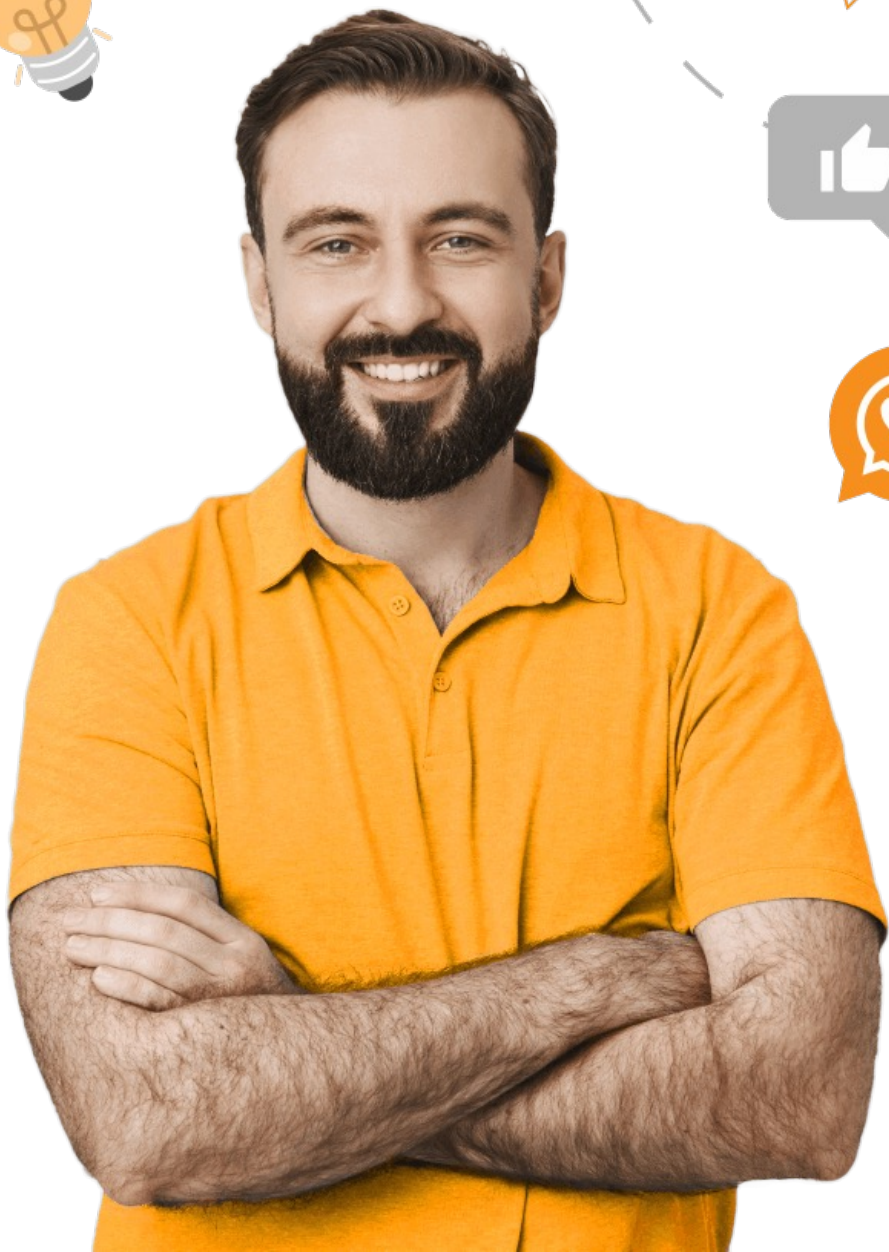
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Confidential

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Khas, New Delhi 110016



**HAPPIER
CUSTOMERS.
HEALTHIER
BOTTOM LINE.**

Customer Engagement and Rewards Platform For Banks



Introduction

Almonds Ai is a customer engagement and rewards ecosystem powered by AI that helps businesses increase customer loyalty, retention, and revenue.

With Almonds' gamification and rewards platform, bank can address the challenges of low customer engagement, retention, loyalty and differentiation from competitors.



Every Bank Has A Challenge



- According to industry reports, the banking industry in India has been witnessing increased competition and lower customer loyalty.
- We identified that every bank has an opportunity to improve low customer engagement, retention rates, and be a differentiator.
- A solution like Almonds' Channelverse can differentiate banks from its competitors and increase customer engagement, retention and loyalty.

Proposed Solution



Rewards Platform

Almonds' rewards platform can enable banks to incentivize customers for their loyalty and drive repeat business.



Redemption Engine

The platform offers a wide range of digital rewards, physical gifts and various redemption options that can be customized.



Gamified Engagements

Offer a unique value proposition to your customers to increase engagement and retention rates.



Key Benefits



Retention

Increased customer loyalty
and retention rates



Satisfaction

Increased customer
satisfaction and engagement



Revenue

Increased revenue
through repeat business



Insights

Complete transaction
auditing real-time analytics

Key Features

Now banks can offer digital rewards (cashbacks, discount vouchers, payouts), physical rewards (gift items) and deals instantly to their customers.

Catalogue

Digital And Physical Rewards



Communication

Complete Reward Communication
(Email, SMS, WA)



Delivery

Digital And Physical Delivery & Updates



Data

Full Transactional Data
For Auditing Purposes



Recommendation

Artificial Intelligence
Based Rewards Engine



Support

24x7 Support For
Your Customers



Innovation

Driven By Data Amplified By Future



Why Is This Important Now?

Key Value

Rewards are the key value propositions from banking players like HDFC, ICICI and credit card companies.

Growth

Banks can leverage Almonds' rewards platform to tap into this growing market and gain a competitive edge.



Opportunity

Several players are already operating in the market, but banks still have a huge opportunity to differentiate and capture bigger market share.

Market Share

Current Credit card holders in India is less than 5%

Source : The Global Economy report

Easy Implementation



- Almonds' Rewards Platform integration is a simple and secure process.
- Integrate with APIs or white-label solutions.
- Our team will work closely with banks to understand their requirements and customize the platform accordingly.
- Complete training and support to ensure a smooth rollout and ongoing management of the rewards platform.

ABOUT US



@Imonds is an Ai powered engine that helps companies efficiently **accelerate customer-led revenue growth**. Since 2017, we are helping brands **empower and scale their customer, channel engagement**.



partner
network



About

Engage. Experience. Expand.

ESTABLISHMENT

TEAM SIZE

CLIENTS

2017

100+

75+

3Mn

80Mn

NCR

5

CHANNEL PARTNERS

ENGAGEMENTS

HEADQUARTER

GUINNESS RECORDS

Trusted By Enterprises

More than 80% of our business is either repeat or referral.



Awards & Recognitions

We strive for excellence.



#startupindia



NASSCOM[®]

IAC-80 ELIGIBLE

The Platform

CHANNELVERSE™

A channel engagement & experiences ecosystem

(extending into the Metaverse)

A digital universe of **engagements** and **experience utilities** enabling brands to increase their revenues by effectively **engaging customers** and **b2b channel partners**.



LOYALTY MGMT.

REWARDS REDEMPTIONS

EDU. TRAININGS

GAMIFIED ENGAGEMENTS

ONLINE B2B EVENTS

POWERED BY AI

BUSINESS INTELLIGENCE

END 2 END INTEGRATION

APP WEB WHATSAPP



KEY PILLAR

B2B LOYALTY AND REWARDS MANAGEMENT



Gamified engagements, communication

In-app interactive engagements,
360 communication with WhatsApp



Instant gratification and exclusive rewards

2000+ rewards, vouchers, payment transfers,
recharges, experiences, personalized gifts



Realtime Analytics & AI Driven Insights

Secure cloud platform, customizable BI
dashboard and analytics reports

App + Web + WhatsApp powered, customizable and
integrate ready platform that supercharges your
channel partners and customer loyalty.

REWARD OPTIONS

almonds^{ai}

300+ BRANDS | 5K+ SKU_s | 20k+ PIN CODES



REWARD OPTIONS

60+ CATEGORIES | ONLINE | OFFLINE | PAYOUTS

Special Moments



Candlelight
Diner
@Stonewater
Restaurant

Exclusive Services



Cosmetic
Concierge

Special Membership



Membership
with Beautiful
M3 Club

Discounts



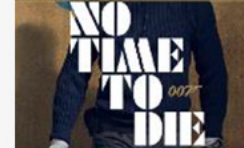
50% Discount
at
Haymond's

Gift Voucher



\$100Saks
Fifth
Avenue
Voucher

Privileged Access



Unlock "No
Time to Die
Premier on
HBO

Sweepstakes & Contests



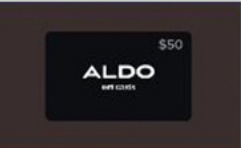
Chance to
Win "3N/4D
Caribbean
Cruise"

Entitlement



Complimentary
Engraving on
Accessories

Gift Card



\$50 Aldo
Gift Card

Products



Arsenal
Signature
T-Shirt

Pay-in-Points @Pos



Pay-in-Points
For Your
Purchases

Flight & Upgrades



SFO-HYD
Award Flight

Charity



"Breathe
Mexico"
Campaign

Bid/Auction



"100 Club"
Pass Black
Friday
Exclusive

Cashout



Convert Points
to eCash

Pay-in-Points Online



Pay-in-Points
on
amazon.com

KEY PILLAR

INTERACTIVE CONTENT BASED EDUCATION AND ENGAGEMENTS



Supercharge engagement with interactivity, call-to-action items, inputs and more



Increases viewer engagement, maximizes training impact, sell more product



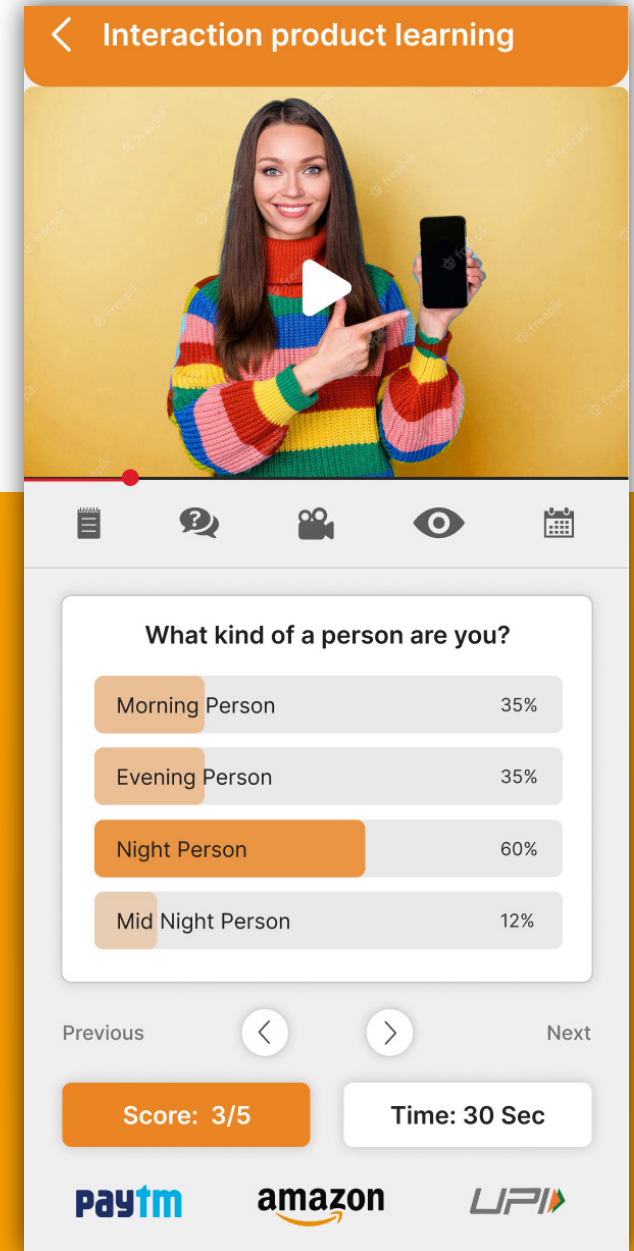
Enhance remote learning, keep participant excited and interested, on their own schedule



Maximize training impact, improve retention, offer instant rewards



Collect data and generate insights, understand what is resonating and what is not





Festive Offers & Promotions



Sales & Referral Programs



Scheme Based Engagements

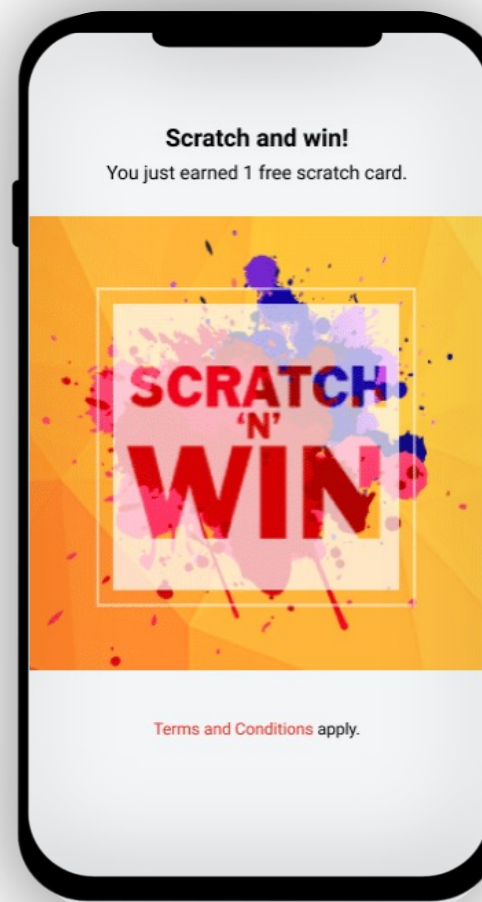


Instant Reward Coupons

KEY PILLAR

@Imonds^{ai}

GAMIFIED MOBILE ENGAGEMENTS



KEY PILLAR ONLINE B2B EVENTS

Conduct **hybrid & online events** that deliver a highly differentiated experience.
Deliver product education.



Interactive
Content



Gamification
Engagement



WhatsApp and
Integration

70+ FEATURES



Almonds^{ai}



certn



KEY PILLAR

END 2 END INTEGRATION



ERP Suites
SAP, Oracle, NetSuite



DMS Platforms
Eazy, Botree, Entrée, JD Edwards



SFA Softwares
Salesforce, Microsoft, Sales Cloud



CRM Suites
HubSpot, Zoho, FreshDesk



Marketing Platforms
Google, Facebook, Twitter



Secure APIs
Aadhar, PAN, KYC, ITR



Experience Web 3.0

NFT, metaverse events, product showcases, and education

Mobile First Web 3.0 (Metaverse etc.)

Host virtual events in beautiful artist-built spaces without any gadgets

NFT & Gamification Engagements

Exciting gamification and digital rewards in the form of NFTs and Crypto Tokens

Fully Customized Immersive and Alive 3D Experiences

We build a Metaverse that expresses your brand by building a custom environment for your needs

Secure and Scalable

Cloud-based environments, live translation, notetaking, and many more features

Customized Avatars

Avatar creation using your face or photo with simple and easy steps

Interactive and Engaging

An interactive 3D platform for events and collaborations, at any scale, for B2B or B2C



OUR WORK

MAKING **CUSTOMER** ENGAGEMENTS TASTIER THAN EVER BEFORE

Hindustan Coca-Cola was looking for an end to end solution to **accelerates distribution-led revenue growth** beyond offline activities and engagements with their customers.

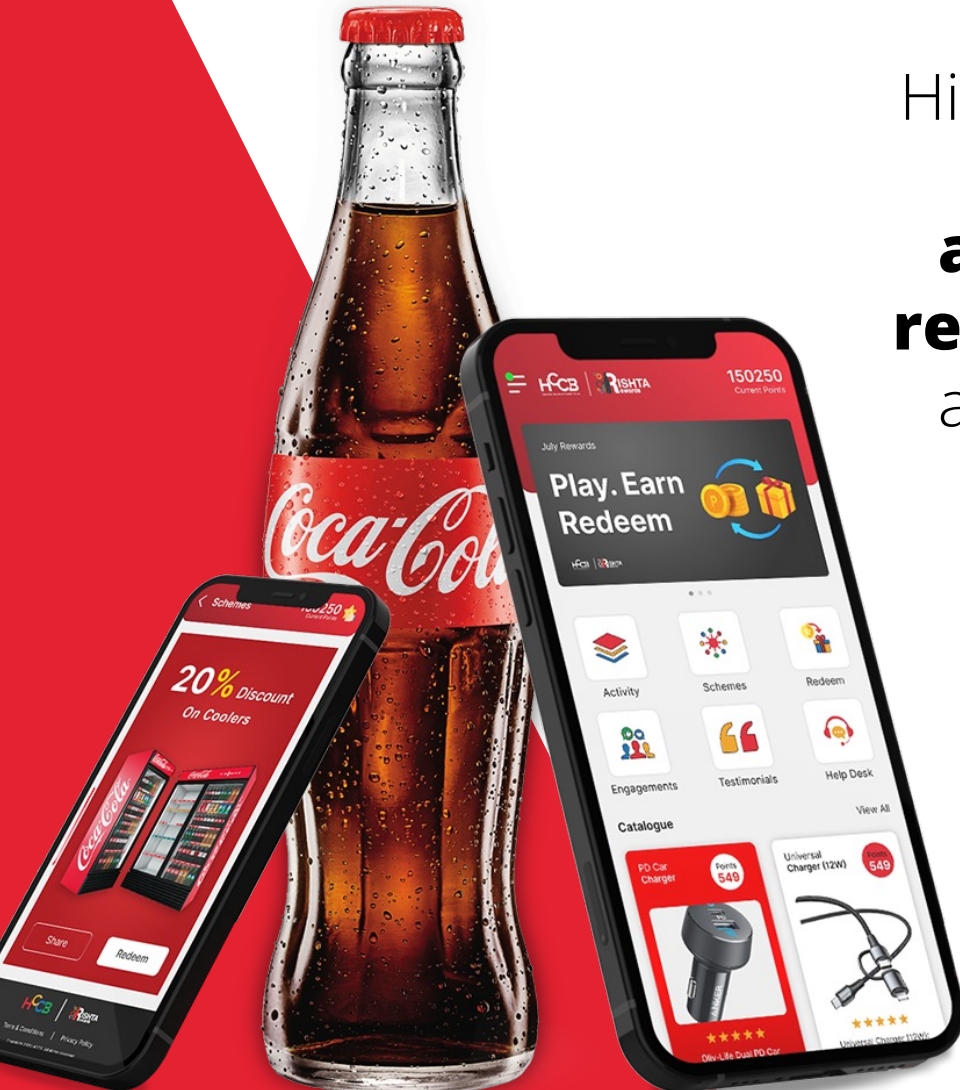
They are now using almond's **Channelverse** – a loyalty and engagement ecosystem by almond

190k+
OUTLETS

300k+
ENGAGEMENTS

20k+
REWARDS

3
PLATFORMS



L'ORÉAL

PARIS

The world's number one professional hair care products brand wanted to keep its salon channel partners engaged beyond the offline event -only experience.

India Hair-Dresser award is a yearly gathering of salon channel partners to share their expertise and innovation with the larger community. However, a growing community of more than **30k partners** needed experience beyond just an event to keep them engaged and motivated.

Loreal, with its agency partner, selected **Almond's Channelverse** to engage it's salon channel partners.

A perfect combination of features like **multilingual platform, pre-event engagements, mobile-optimized online event, interactive product education, rewards, and awards** made the hybrid experience loved by channel partners.

We called it a hair-raising channel experience.



30000
+CHANNEL PARTNERS

106000
+ENGAGEMENTS

100
+ REWARDS

7
LANGUAGES

900k+
OUTLETS

20MN+
TRANSACTIONS

2000+
REWARDS

21+
STATES

140+
CAMPAIGNS

5
CHANNELS

8
BRANDS

10
LANGUAGES

HOW TO CREATE LOYAL CUSTOMERS FOR A BRAND ?

CHALLENGE : Brand wanted to enrol new retailers to their trade channel, update existing retailers and smoothen the gratification process to motivate retailers for building long term loyalty.

SOLUTION : We developed a digitally transparent loyalty ecosystem that uplifts sales via retailers with timely reminders, push-based mechanisms with instant gratification and real-time analytics.

ACTIVE SINCE 2018



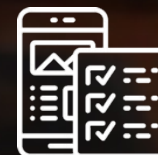
SMS



Helpline



IVR



APP &
WEB



GODFREY PHILLIPS
—INDIA LIMITED—

Modi Enterprises





The Leading agriculture science and pest control solutions company, was struggling to build and engage their channel partner community.

FMC needed a digital solution to excite and engage their channel partners - PMPs (Pest Control Members) and PCOs (Pest Control Organisations)

FMC chose **Almond's Channelverse** to build entire loyalty, rewards and engagement ecosystem

Channel partners loved ❤️ channelverse's off-the-shelf features like invoice upload, point redemptions and instant gratifications over WhatsApp which converted channel partners into loyal nano-influencers.

PAN INDIA PROGRAM | ONGOING



+ 3000

CHANNEL PARTNERS



+ 100k

POINTS DISBURSED



+ 15%

REVENUE UPLIFTMENT





India's leading paints and home solutions company wanted to educate their channel partners about product, features, safety manuals and reward them instantly for their time and learning.

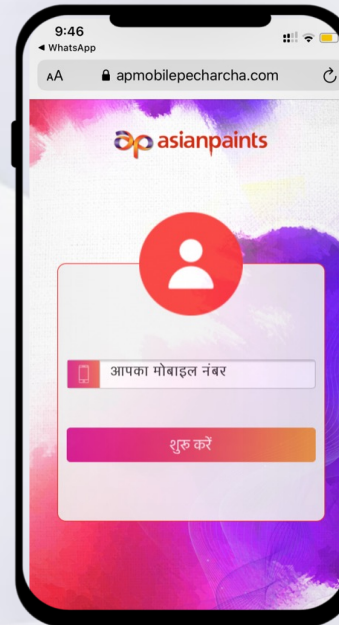
Almond delivered a mobile first interactive education, engagements and instant rewards solution for channel partners (painter, contractor) powered by Channelverse.

Easy to use, multilingual, interactive video and IVR based platform "Mobile Pe Charcha" received very fast adoption by the channel partners, who loved the interaction, instant rewards and kept coming back week after week on the platform.

150k **600k** **8** **20** **14**
CHANNEL PARTNERS **REWARDS** **LANGUAGES** **REGIONS** **WEEKS**



Omnichannel
Activation



Secure Login



Data Driven Content



Interactive Engagement



Instant
Rewards

Facilitating ease of retailer engagement through an engagement and rewards platform that reduces manual intervention by 70%

THE CHALLENGE

Everyday engagement between retailers and sales teams was becoming complicated due to unintended mismanagement of the loyalty program and rewards caused by a lot of manual efforts and offline agency led approach.



**Real-time
Monitoring**



**ASM, RSM
Mapping**



**Faster
Gratification**



**Transaction
Auditing**



Medimix chose **Almond's Channelverse** to create a centralized platform for sales teams to enroll new retailers, onboard them to the loyalty program, reward them, and understand business insights with data.

10k

**CHANNEL PARTNERS
ENROLLED**

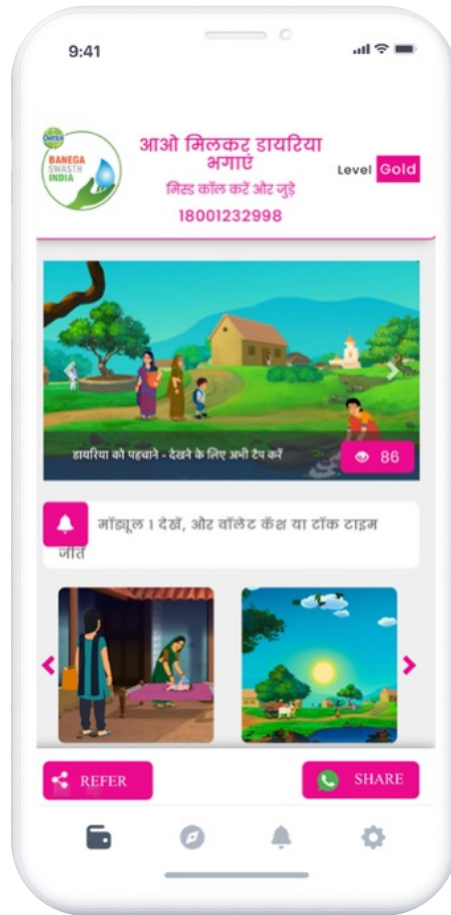
70%

**REDUCTION IN
MANUAL ACTIVITIES**

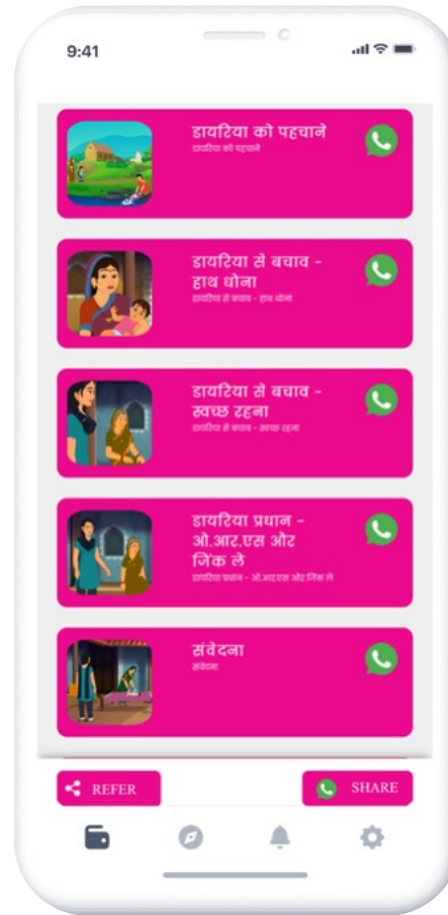
8Mn

**INVOICE VALUE
IN <10 DAYS**

LAST MILE DIGITAL - ASHA PARTNER EDUCATION



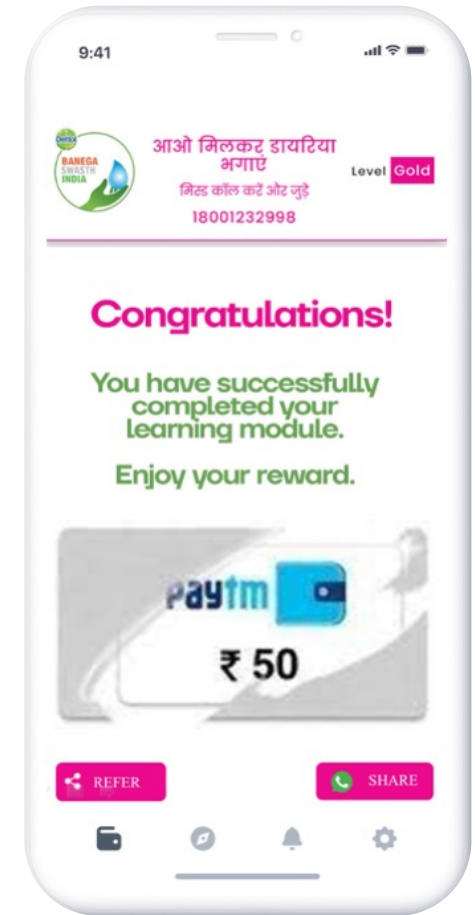
20K Asha Workers



1.6 Mn Families

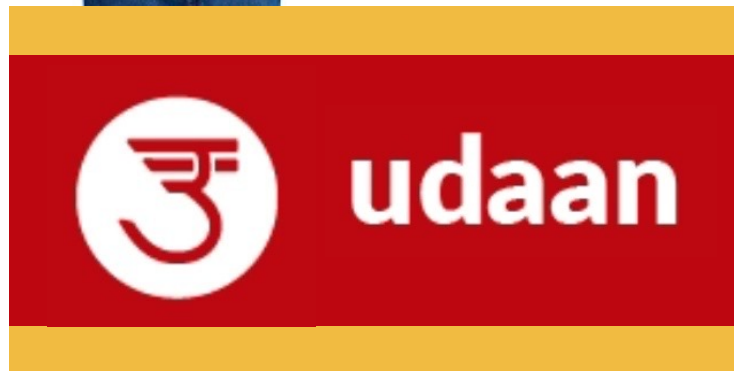


3 Touch Points



Instant Rewards

LOYALTY, GAMIFICATION & REWARDS

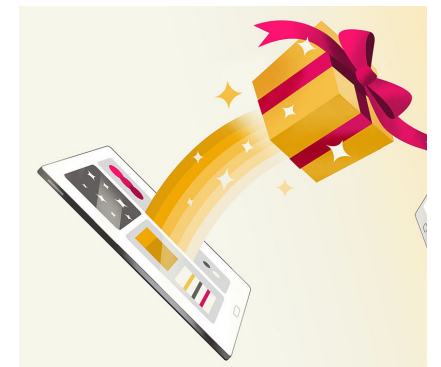


600k+
RETAILERS
CONSUMERS



2CR+
YEARLY
REWARDS

15+
LOYALTY & REWARDS
CAMPAIGNS
SINCE 2019



HUL WANTED THEIR THOUSANDS OF DRIVERS LEARN SAFE DRIVING

196K+

**DRIVERS
ENROLLED**

500K+

**VIDEOS
VIWED**

85%+

**PARTNERS
PASSED**

78+

**LIVE
LOCATION**

16+

**SCRIPTED
MODULES**

12+

**LANGUAGES
DEVELOPED**

OBJECTIVE

To develop behavioral shift in choices that market drivers make while driving HUL Trucks.

SOLUTION

Interactive video based learning planform for drivers to learn safe driving practices

MODULES

Road Safety, Driving Etiquettes, Traffic Rules, Self Health , New Techniques, Vehicle Fitness





THE BADASS CARMAKER WANTED TO AMAZE THEIR VISITORS WITH A ONCE-IN-A-LIFETIME EXPERIENCE

Millions of auto enthusiasts converges together every year at India Auto Expo to feel the future of mobility. However, their sheer joy, excitement, and emotions mostly remained temporarily due to the offline nature of activities. Kia wanted to bring a change.



EMOTIONS



HEARTBEAT



AI



DIGITAL ART

For the first time in the history of offline experiences at Auto Expo, with the use of AI we converted, the change in heartbeat of visitors when they saw the KIA car, to a unique digital art personalised with visitors preferences and unique signature, shared instantly with them.



The Impact

Businesses across the globe, spanning diverse sectors have achieved remarkable success by implementing channel engagement, loyalty and rewards programs with Almond.



15%

INCREMENT
IN REPEAT SALES

A leading consumer products & goods company improved its channel partner sales by **15% in less than 90 days** by engaging and onboarding its channel partners and sales teams with **Almond's platform**.



32%

INCREMENT
IN STORE REVENUES

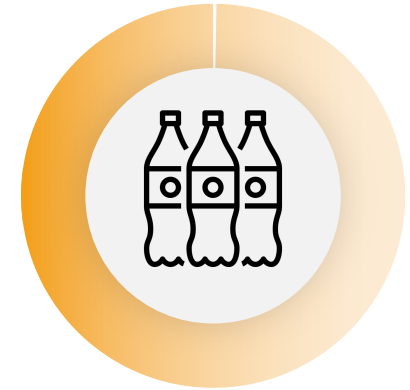
A global electronics company **increased its store in store channel revenues by 32%** while **saving marketing costs by 16%** by having its store managers/promoters engage and train via **Channelverse**.



70%

REDUCTION
IN COST

A leading home solutions company **saved more than 70% of their cost of educating and rewarding** their channel partners compared to offline activities, along with access to 100% reliable data.



100%

IMPROVED
EXPERIENCE

A global food and beverage conglomerate **automated** their channel partner engagement, communication and rewards, **improved 15% sales, saved up to 25% cost, and delivered a 100% better experience**.



Power & Scale, Channel Engagements

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