



UNDERSTAND  
YOUR CUSTOMER



CUSTOMISED  
RECEIPTS



INSIGHTS AND  
ANALYTICS



DYNAMIC  
MARKETING  
CONTENT



INDIVIDUALISED  
OFFERS



MERCHANT  
PORTAL



CUSTOMER  
APP

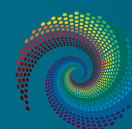


ECO  
FRIENDLY

## Take your customer experience to the next level

MyReceipts is a digital receipting solution that integrates directly into the merchant channel (POS & Web) and stores an electronic version of the receipt which the customer can access via SMS, email, MyReceipts portal or App. Customers are identified via the respective payment tenders used (tokenised bank and/or loyalty cards), once they have opted in for the service, making the solution frictionless.

MyReceipts is an engagement platform that maximises the digital engagement opportunity by gaining customers interest through dynamic, individualised marketing content on each receipt, that increases customer retention, builds brand loyalty and improves returning customer numbers. This enables merchants to get a holistic view of their customers purchase behaviour and can provide insights into otherwise unquantified customers such as non-loyalty and cash customers.



## HOW IT WORKS

### INTEGRATE

Say goodbye to annoying paper till slips. We've simplified the transaction process at point of sale. Our system will issue your customers with an **e-receipt** in real time, straight to their email address or mobile phone. All information sent and received is kept safe and secure.

### CUSTOMISE

Every e-receipt can be enhanced using the customisable templates on **Ground CTRL**, our online dashboard. You can tailor every aspect of your e-receipt and treat it as a marketing channel. Promote a competition, showcase other products or integrate your loyalty scheme.

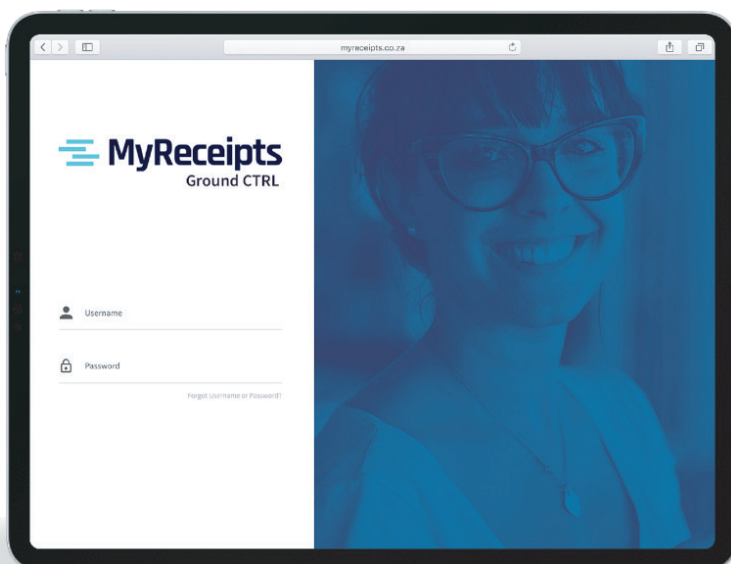
### ENGAGE

Now use everything you know about your customers to build campaigns targeted to others who fit the same demographic, profile or customer case. E-receipting turned **business intelligence**.



## RETAILER BENEFITS:

- ≡ **Understand your customers** – gain insights into customers buying behaviour, even non-loyalty and cash customers.
- ≡ **Offers that will actually be looked at** – eReceipts are opened almost twice as much as regular CRM emails.
- ≡ **A highly engaged channel** – Utilise the channel as a post purchase engagement tool by populating the receipt with dynamic marketing content that is current, relevant and engaging.
- ≡ **Paper savings** and **environmentally friendly**.
- ≡ **Convenience** – easily query historic receipts.



## CUSTOMER BENEFITS:

- ≡ **Never lose a receipt** – opt in once and automatically receive digital receipts from all merchants and organisations on the MyReceipts platform.
- ≡ **Delivery channel agnostic** - Receive receipts via SMS, email, mobile App or web.
- ≡ **Analyse your budget** – Get granular insights into financial expenditure.
- ≡ **Warranty, insurance and tax** – Export, archive and send receipts to insurance, accounting department or even SARS.



## SERVICE MODULES

Select the package to suit your needs.

### MyReceipts Basic



Let's get digital.

Take your receipts online to save paper and increase convenience.



Single receipt template

Emailed reports

Paper saving

Receipts stored for 5 years

Enhanced user experience

### MyReceipts +



Enhanced receipts.

Add dynamically changing, relevant content to your receipt through our powerful dashboards.



Customised receipt templates

Merchant Portal  
(Ground CTRL)

Financial insights and reporting

Single customer view

Indefinite storage

Multi-channel delivery

### MyReceipts App



IOS and Android.

Capable and responsive mobile application for enhanced customer experiences.



Standalone receipting application

Smart advertising

Manually capture and store paper receipts

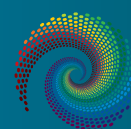
Financial insights and reporting

## WHY USE INNERVATION?

Innervation helps merchants get closer to their customers. We provide services that enable you, the merchant, to identify all your customers in a frictionless and effective manner, engage with them more appropriately and gain insights to their behaviour which will help inform the way your business operates.

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innervation  
PAN African payment solutions  
innovate - integrate - inspire