

Product Release



Reach Out and Touch Your Neighborhood

Engage, inform and reward your customers for supporting your restaurant with the new ALLXS APP

ALLXS Media releases its brand new community app and it's so much more than anyone would expect.



ALLXS Media have been developing a new community APP that has a slew of extras that are bound to get you, the small business owner, excited. By merging the physical and digital worlds, the new ALLXS APP comes with an array of functions specifically designed to bring community's together in the most personal way.

The location based messaging function is the most anticipated development. Customers who have loaded the ALLXS APP onto their phones are able to instantly message other customers while they are in your store or restaurant. Likewise, at university and schools, students and teachers can communicate

freely. The ALLXS APP creates a community, bringing people closer together, while turning your customers in loyal family members.

Why a mobile app?

In today's supercharged technology driven world, more and more small and midsize businesses are following the mobile trend. No longer limited to big business, mobile apps are an effective strategy that is so much more than a mobile friendly website.

Mobile takes your marketing to the next level. You are visible and it creates a direct marketing channel so you can build your brand, improve customer engagement, increase loyalty and stand out from the competition.

Customers are spending more time online than any other media to find the information they need. Even more so on mobile devices. The digital world is getting even smaller. "90% of our time on mobile is spent on email and messaging platforms. I would love to back teams that build stuff for places where the consumers hang out!" said, Niko Bonatsos, Managing Director at General Catalyst, of the latest messaging trend.

Enter the ALLXS APP. For retailers no product on the market combines your own listing (complete with logo, product photos and the ability to map/ pin your business) with an integrated mobile cashless point of sale, in app messaging, an e-wallet, credit card processing, attendance monitoring, location based messaging and stock management.

Your own vendor page will allow customers to follow and share your information. From your personal dashboard you can push the latest news and discounts on a daily basis to drive traffic into your store. You are able to send rewards and discounts straight to your followers ALLXS APP. Ensuring your customers keep coming back. All your followers need to do is open their ALLXS APP and redeem their coupon.

It's in the details.

In today's ever evolving world it is possible to keep the relationship going beyond the occasional visit to your establishment. Using our 3 tiered in-app communication platform you can now deliver relevant messages and promotions to the customers in

your restaurant, in the neighborhood or at home.

This is made possible through the use of beacon technology, geofencing and push messaging technology. There is no longer a need to send random and costly SMS's or emails to your customers at an inconvenient time.

Our location based technology will speak only to the customer segment that is relevant for the particular message. Besides the regular functionality of your own app, our app offers directions, photographs, followers, menu, hours and reviews. Our insights platform delivers clear statistics of who is in your store, how often they visit, how they engage with your promotions and with your brand.

The built in loyalty platform that is unique to your business, with the ability to control how you reward and how often, is just one more of the outstanding functions of the platform. Coupled with its deep social media integration, it's a match made in heaven.

Sign up to the ALLXS APP and start running your school or business like a pro with a full featured APP that is ahead of its time. Now your customers can reward you by sharing your news and promotions on their own social networks earning even more rewards.

If you would like to get to know your customers, communicate with them at the right time and the right place, reward them for their patronage, deliver special offers to your most loyal customers and have access to your own customer behavior data.

END

For More Information

Denise Gavin

denise@allxsmedia.com