



VISIBLE RESULTS

Changing the face of loyalty marketing

Overview



Visible Results provides innovative CRM solutions for retailers, and other consumer-facing branded businesses, offering a broad scope of services and technology applications for managing cards, POS integration, and back-end operational processes. These services are designed to provide merchants with meaningful and actionable consumer insights to better understand - and therefore better service - their customers; to cultivate loyalty, and to bolster the bottom line.

Visible Results holds a number of international trademarks and patents for its products and business processes. Visible Results currently serves a broad spectrum of retail clients across the specialty retail, mass merchandising and shopping center sector, as well as service stations and related convenience stores, restaurants and service industries.

Services are executed directly through our own offices in the United States, the United Kingdom, Singapore, Australia, and New Zealand, and through a network of authorised representatives in a further ten countries, running programmes in five languages.

Visible Results is a proven solution provider in the relationship-marketing arena, providing tools and services to help organizations create and/or improve their relationships with their customers.

We offer a range of product suites to both support and execute relationship marketing initiatives that encompass:

- A broad range of card solutions for identifying customers and recording their transactions, as well as the unique ability to communicate both directly at POS and on the face of our proprietary loyalty card, the Graphicard™. Visible Results is the world's largest marketer of read/write loyalty cards.
- Connect™, a complete relationship management system for the management of customer information.
- Campaign Manager™, a campaign management system that efficiently and economically enables the planning, segmentation, creation, tracking, and evaluation of marketing communication initiatives, via channels such as direct mail, email and SMS messaging.
- Customer Knowlogy™, a data warehousing, reporting and data mining system that synthesizes customer transaction patterns and buying behaviors to create actionable strategies for customer growth based on granular customer profiling and segmentation.

Furthermore, we offer a comprehensive range of support services based on our extensive deployment of relationship marketing programs worldwide. These services include program design, campaign development and data mining, as well as logistical support such as fulfillment, installation, and technical support.

Graphicard™



The Graphicard™ is our unique, patented 'smart' card and is a cornerstone of the Visible Results solution.

What makes Graphicard™ unique is that the card face is re-writeable – that is, it can be updated with a new message, 'real time' loyalty points balance, a promotional message/customer reminder, and/or a 'match+win' game each time the card is used. It can also be used as a stored value 'gift voucher' providing auditable, secure tracking of transactions.

The super-slim Graphicard™ loyalty card is swiped through a freestanding, compact counter-top unit at the point-of-sale as the sales transaction is completed. Unlike other loyalty cards, Graphicard™ has a cutting-edge thermo-chromic coating on its surface that enables content of your choice to be imaged onto the face of the card with each transaction.

Printing of up-to-date loyalty balance avoids the very real overhead of regularly informing consumers of their balance via mailed statements. The face of the card may also be used as media space for vendor advertising.

Specific Graphicard™ programs are designed to target each client's customer base, and the changing look of the card gives it unparalleled consumer appeal. It is also important to note that the image/graphic design of the card is directed by the client to synchronize with the unique positioning of your brand(s).

Adding to the uniqueness of the Graphicard™ platform is the "read/write" capability of the Graphicard™ terminal that allows the magnetic stripe on the back of the card to be updated every time it is presented. The card then acts, in effect, as a self-contained database. Consequently the Graphicard™ can be used at any terminal within a retail network without extensive network communication expense. The terminals can be configured to operate in freestanding mode using the integrated keypad to enter transaction information, or be full integrated with the retailer's point of sale.

Visible Results' Graphicard™ terminal incorporates a thermal printer that instantly prints customized coupons and other contextual incentives. The use of "print-on-the-spot" coupons, gift vouchers and incentives can reduce, or indeed, eliminate the need for a fulfillment house, and is a uniquely cost-effective and timely marketing tool for retailers.

The unit's plug-and-play connectivity renders it extremely affordable to operate; retailers need only connect it to a power source and a non-dedicated telephone line.

Current Developments

Visible Results has a number of significant initiatives currently underway as part of our ongoing solutions and systems development.

These include:

- The development of an upgraded multi-application POS linked terminal. This will facilitate real time messaging to the card face, with a real-time consumer recognition capability that accommodates smart card functionality.
- Development of a new generation Graphicard™ with 4 fold increase in card resolution, allowing for higher quality graphics to be printed to the card face.



The Connect™ customer management system is a proprietary and highly flexible web based CRM solution that captures all customer data and customer relationship details such as contacts, transactions and purchase behavior; in short, all customer touch-points.

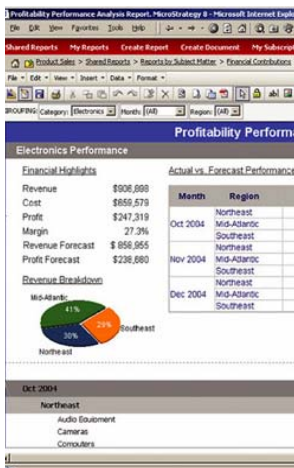


Connect™ supports:

- The data entry of customer information (including data hygiene such as address correction, de-duplication, casing and gendering)
- The storage of all customer information, including customer profile (interests, preferences and other demographics), past transactions, all customer contacts, along with loyalty/promotional program information such as offers given to the customer (noting to which the customer did not respond, for future reference), rewards redeemed, major prizes and similar
- All business processes required within the call center, including card management, sending out letters or emails, inbound phone support, task management and the like
- Campaign management – that is the creation of outbound campaigns – including full workflow management, campaign execution and group selection using a simple “SQL for marketers” interface, setup of control groups, ongoing campaign ROI calculation and profiling of responses (as input to consumer segmentation and formulation of future campaigns).

Customer Knowlogy™

Operators of even the most carefully crafted programs can quickly find themselves in real danger of being paralyzed by the myriad of data their programs generate. It is imperative that architects of the supporting databases and business analytics platforms are able to proficiently compile and report on consumer activity.



Visible Results utilizes *MicroStrategy* as its business intelligence-reporting platform (other users include *Kmart*, *Target*, *Boots the Chemists*, *eBay*, *Limited Brands*, *Revlon*, *Deloitte & Touche* and the *U.S. Postal Service*).

MicroStrategy and Connect™ represent a fully integrated business intelligence platform that provides exceptional user scalability, excellent query performance, and superior architecture to effectively uncover critical business insight aimed at improving promotions, pricing and product offerings, and strengthening customer relationships.

Via the user-friendly Web-interface, the platform enables the exploration of a client's own hypotheses – allowing them to drill into data, filter on dimensions, pivot tables, and perform multi-dimensional cross tabs in order to optimize product assortment, and make decisions that help make them more customer-responsive and competitive to increase revenue and profitability.

Visible Results' standard suite of reports includes:

- Customer segmentation and profiling of segments,
- RFM and customer latency reporting,
- Changes in customer segments over time,
- Basket and product affinity analysis,
- Customer profitability modelling,
- Trend analysis – average spend, frequency, number of stores visited, prize redemption,
- Campaign performance analysis.

Along with customer analytical reporting, Visible Results deliver reports expressly tailored to monitor program operations, track media performance, and detect fraudulent activity.

Additional Services

Visible Results serves as an end-to-end solution provider and supports all products with an extensive range of services, including:

- Design and production of marketing and collateral materials, such as cards, program application forms, catalogs, gift coupons, and in-store signage
- Program design, ranging from loyalty marketing consulting to complete configuration of structure, business rules and technology
- Call center for customer and technical support
- Program account and partnership management
- Development of supporting program website

Visible Results holds itself accountable to its clients for the results of the programs it designs, implements and manages on their behalf.

To maintain and enhance our global responsiveness, Visible Results has established a network of distributed operations centers charged with servicing our offices and agents around the globe.

The functions of database management and technical development are handled out of the Auckland, New Zealand hub, while global procurement is directed from the United States. This structure avoids infrastructure duplication, which in turn allows Visible Results to maintain cost efficiencies that are passed on to our clients.

Clients

Many retailers with established brands have already turned to Visible Results to implement CRM programs - successfully leveraging the company's measured approach proven platform across multiple retail segments and national boundaries. Visible Results clients cover a range of retail sectors:



- ANZ Bank (Qantas/ANZ Visa Card program) - New Zealand
- Caltex Gas & C-Store (part of ChevronTexaco) - Singapore
- Woolworths 'onecard' (Progressive Enterprises) – New Zealand
- Brazin Limited brands: Sanity, Virgin, HMV, IN2Music, BNT, Dusk - Australia
- Origin Pacific Airways – New Zealand
- Pumpkin Patch - UK, Australia & New Zealand
- Just Jeans - Australia
- Blockbuster Video - New Zealand
- Topsy Turvy World (Entertainment) - UK
- The Body Shop - Indonesia
- Double Kwik Gas & C-Store - USA
- Grand Cinemas – UAE
- Whitcoull's - New Zealand
- Sharjah City Centre Mall - UAE
- Cinebox Cinemas – Spain
- RoadChef – UK

These companies and others have found that Visible Results have played a pivotal role in helping them achieve their goals of better understanding their customers. They are able to recognize and leveraging their most valuable customers, as well as broaden their consumer base by introducing engaging, fun, exciting, and rewarding programs.