

What Happens When You Add Artificial Intelligence to Your Offers, Coupons, Vouchers & Loyalty Rewards?

We'll Be Blunt: Get Ready to Make a Lot More Money.

Agilysys..



THE INTELLIGENT OFFER ENGINE BY OfferCraft

Stop guessing at what your patrons want. Add artificial intelligence to every incentive you send out and watch your redemption rates soar. Earn twice as much revenue, eliminate expensive paper offers, and generate invaluable behavioral insights into your patrons' preferences.

“More than one third of new member acquisition at Foxwoods is attributed to OfferCraft promotions. They've been a wonderful partner.”

-Jennifer Johnson, VP of Loyalty Marketing at Foxwoods

“OfferCraft's software delivers in a big way. Every marketing executive should be using this.”

-Jay Ellenberger, GM at Swinomish Lodge & Casino

SEE A DEMO: SALES@AGILYSYS.COM | 1-877-369-6208

Intelligent Offer Engine: Top 10 FAQs



1) WHAT IS THE INTELLIGENT OFFER ENGINE?

OfferCraft puts a brain inside offers. Our artificial intelligence enables offers, coupons, vouchers, and rewards to understand if they're being used, and to change themselves if they're initially ignored. So if an incentive fails to motivate someone, the offer transforms into something new. Redemptions skyrocket.



2) HOW DO I SEND IT TO MY PATRONS?

Securely send offers in exactly the same way you do today. You can send the HTML5 offers out via email, social media, digital signage, kiosks, text message, mobile apps, advertising, you name it.



3) HOW LONG DOES IT TAKE TO SET UP?

It takes about one month to get launched; after that you can edit offers in seconds (or we can do it for you at no extra charge).



4) HOW EXACTLY CAN AN OFFER OR REWARD CHANGE AFTER IT'S ALREADY BEEN SENT?

If your target customer ignores your offer, it will automatically send a follow-up email, text or push notification to the recipient. That message might say something like:

- "It looks like you didn't use the offer we gave you...would you like to swap it for something else?"
- "Your reward will now begin decreasing in value by 10% per hour until you make a booking!"
- "Flash Bonus: your discount is worth twice as much if you make a purchase in the next 90 minutes!"
- "Would you rather give your offer to someone else? If so, enter their contact info now."
- "Do you want to convert your initial offer into a mystery prize instead?"

And many more...

Intelligent Offer Engine: Top 10 FAQs

5) CAN I CREATE ON-DEMAND REVENUE IF I NEED IT?

Absolutely. You can change some (or all) of your outstanding, unredeemed offers to make them more appealing and to generate revenue when you need it most. Alternatively, if you suddenly get very busy, you can reduce the richness of your outstanding offers to maximize your margins.

6) WILL MY OFFERS LOOK DIFFERENT?

That's up to you. We can make your offers look very different or identical to what you currently use. But even if they look the same, they are actually software programs that will react in real-time to your patron's behavior.

7) HOW DO PEOPLE REDEEM THE OFFERS?

The offers can be redeemed anywhere: on your website, across the property, at a kiosk, or directly at an Agilysys terminal. The unique redemption code can be typed in or scanned by phone (similar to using your phone to check in for a flight).



8) WHAT KIND OF NEW METRICS & ANALYTICS WILL I SEE?

Some pretty amazing stuff. In addition to being able to identify exactly which ad, social media post or email blast is generating the most revenue for you, you'll be able to learn more about how your patrons think and make decisions. Every offer can be A/B tested as well. We harness these insights to continually optimize future efforts.



9) CAN I CREATE A DIGITAL COUPON BOOK TO REDUCE PAPER COSTS?

This is a great way to use the solution, and will generate a lot more revenue for you.



10) HOW DO PATRONS REACT TO USING THESE TYPES OF INCENTIVES?

They love it! We've had millions of people use these offers around the world. AI-powered offers do a better job of giving people what they actually want. They're easier to use, easier to track, less expensive to distribute, and more effective at inspiring spending.

