

## Why OKEN Mobile App?



- Manage all your Location with a single app.
- Customized look and feel of your mobile app.
- Complete Configurable ready to setup loyalty.
- Indoor Wayfinding to stores, products, aisles, amenities, and parking
- No hardware dependency for wayfinding.
- Customer feedback and experience measurement.
- Multiple engagement features-offers, events and more.

## Why OKEN SaaS Platform?

*Just three step process Live in 4 weeks*



**Design**



**Configure**



**Launch**

## Customer Segmentation & Insights



**Rahul Sharma**

28 years

Dubai

3,000/-

Avg Spent

12,000

Loyalty Points

5,000/-

Last bill value

**Favourites Brands**



• Visit per month : **03**

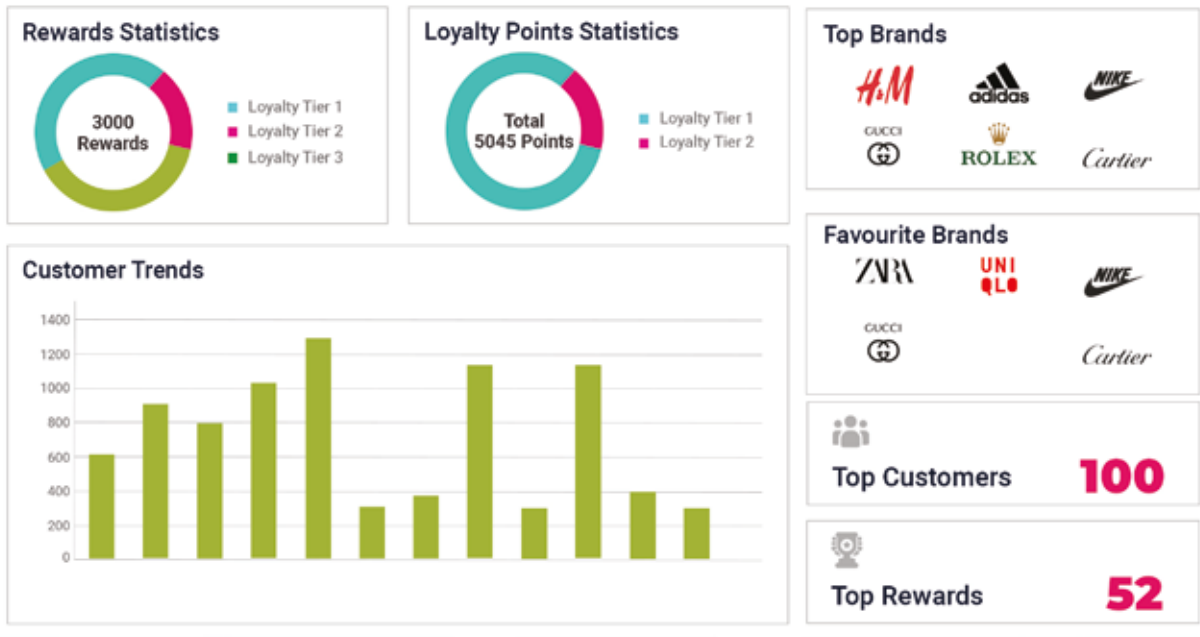
• Open app : **Twice a month**

• Missed way finder search : **Innisfree**

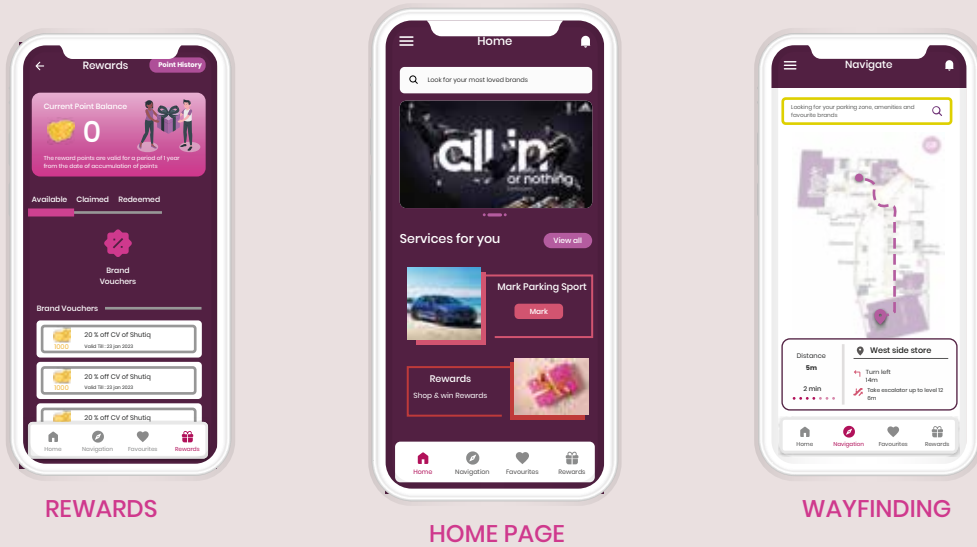
• Last intraction : **Rated GAP 2/5**

• Redeems offer from : **18 june 2022**

# Reporting Analytics & Insights



Work with our Design CoE to create the best Mobile App experience



## WovVScions and our Wow Initiatives



Reignite Program for Women Restarting their Careers

Step up Program for an Inclusive workplace

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