



## EnGage Passport: Closing the loop for retailers

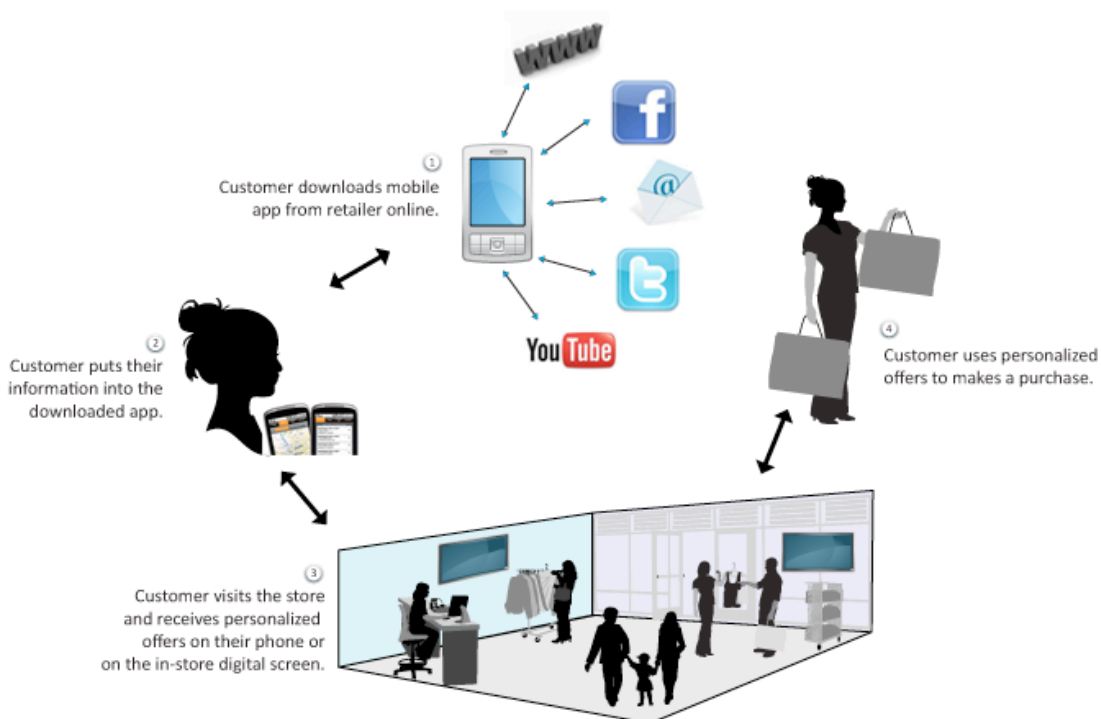
In addition to the millions of customers who walk through your bricks-and-mortar stores each day, there are millions more who interact with you online through social networks, your web and mobile sites. But how do you know when one of these online customers visits your store? How do you make relevant offers to them when they are most ready to buy?

**Enter EnGage Passport** { *When a customer interacts with me - in store, online or on mobile - I know exactly who they are and how to maximize my sale to them.*

**EnGage Passport** enables true multi channel integrated retailing and helps retailers continue their conversation with their customers across multiple touch points.

### How does it work?

The customer downloads the **EnGage Passport** mobile app and is prompted to check in through a digital sign as they enter the store. When they check in, the retailer knows who they are and where they are. The retailer can send targeted offers to their phone or even change the message on the digital screen to tailor it to the customer's profile. The customer can use the mobile app to look at what is available in the store and even post messages and images to Facebook to interact with their friends.



**EnGage Passport** is a suite of Web Services that provide services to support a product catalog, product details, and couponing. The EnGage Passport white labeled App, which is available for rebranding and enhancement, is currently available on Android and will shortly be built for the iPhone. This App provides the following capabilities: store locator, a hierarchical product catalog, and a “wallet” for coupons. This wallet capability is used to store coupons that are captured from QR Codes displayed on Digital Signs or in print media. The wallet can be integrated with a loyalty program to provide a single integrated mobile/web/store customer experience. Once stored, coupons can be recalled for display at point-of-purchase or integrated with a store’s Enterprise systems to provide additional redemption options.

**EnGage Passport’s** coupon capabilities can also be used to implement programs in the absence of a customized Passport Mobile App directing customers who scan QR codes to a configurable URL. This URL can be used to implement a signup scheme, or to provide alternatives to the Mobile App coupon storage. A related white paper has been issued that explains the workings of Passport in some more detail.

The EnGage suite of products consists of the EnGage content management and networking platform, **EnGage Menu** (menuboarding software), **EnGage Creator** (message creation software), **EnGage Music** (integrated in-store music software), **EnGage Content Apps** (online content store) and **EnGage Passport** (mobile application).

More information on **EnGage Passport** is available in our recently published white paper available for download at [www.enqii.com/whitepaper](http://www.enqii.com/whitepaper)