



# Affiniti™ Consumer Mobile



## Affiniti™ Mobile Platform

The Affiniti Mobile Platform provides retailers with a single, comprehensive system to manage and control their apps, whether those used by their customers or their corporate users, so that the end user experience is cohesive and viewed as one single solution. Through Affiniti, retailers are able to configure and authorize registered personnel, and have the control to define their corporate branding standards such as graphics and color settings.

Pinnacle's Affiniti Mobile provides all of the configuration and management tools you need to get started with your own branded mobile app, so there are no major startup costs or efforts required.

## Affiniti™ Mobile Consumer App

Between 2012 and 2017 mobile traffic is projected to grow by 13 times. The reliance by consumers on mobile technologies provides an opportunity for retailers to more easily gather and share information with potential consumers. Mobile apps have rapidly become the preferred way to simplify communication between you and your consumer, and when your customers carry your company with them wherever they go, you have the ability to push and pull information in real time. Consumers that download your mobile app start delivering information to you that you didn't have the moment they open the app for the first time. These consumers have now become identifiable and their activity is measurable and meaningful.

## Branding Your App

Retailers work hard to create a brand, and as an extension of your marketing plan, a consumer facing mobile application should complement that brand strategy. Affiniti allows retailers to customize their mobile app to reflect the brand standards they have already adopted for their business and provides the retailer:

- **Branding Continuity** – Reinforce Corporate Branding Standards, with logos, colors, and fonts. You provide your corporate marketing theme and Pinnacle will provide the app.
- **Comprehensive System** – Manage and Control features and capabilities.



## Marketing

Cross-channel marketing is possible with the addition of your mobile app. Compare and contrast your marketing efforts via mobile and your other channels, such as advertising, in-store promotions, social media and your web site. The more you know, the more likely you'll be able to hit the sweet spot with each customer.

- What deals drive traffic?
- When does a deal become stale?
- What causes mobile users to open your app?
- What services really make a difference?

## Affiniti™ App Features

### Rewards

Perhaps you've waited to implement a loyalty program and are not sure how to get started, or perhaps you've got a full blown Loyalty offering for your members. The Affiniti™ mobile application provides you the ability to extend your reach and offer basic loyalty capabilities or direct integration with established loyalty programs.

- **Loyalty Features** – The Affiniti consumer mobile app can provide loyalty capabilities allowing you to extend coupons and offers, store locator and gas prices.
- **Direct Integration to Loyalty Programs** – Utilizing Pinnacle's Loyalty Solutions, retailers can offer their customers a retailer branded mobile app that integrates directly with Pinnacle's loyalty products.





- **Eliminate the need to carry Loyalty Cards** – The loyalty barcode and ID, integrated with the loyalty system and registered through the mobile app, is available so there is no need to carry a physical loyalty card.
- **Offers and Coupons** – Drive customers into your stores by publishing digital offers and coupons directly to their mobile phone.
- **Clubs/Punch Cards** – Many retailers have implemented a punch card or card solution, such as a buy 7 coffees, get the next one free. The consumer mobile app provides a digital way to deliver these programs directly to the mobile app, eliminating the need for your customers to carry a physical punch card.

download the mobile app, register their payment information, and they are ready to go.

## Coming Soon

Pinnacle is focused on continuing to provide features to drive consumer engagement to grow their retail customer's footprint via their mobile app. Some of the exciting new features currently in motion for delivery soon:

- **Customer Receipts** – Transaction receipts displayed within the mobile app to include loyalty points balances.
- **Notifications and Inbox** – Notifications delivered via the mobile phone's notifications system, e.g. It's Coffee Wednesday! Get a free coffee on us! Those notifications get moved to the Inbox within the mobile app, where other messages can also be communicated.
- **Integration with LoyalPass** – Pinnacle's stored value card offering.
- **Links to retailer social media sites**

## Store Locator

When your business is all about convenience, it's important to make locating your retail locations and their amenities as easy as possible. Affiniti's Store Locator module allows retailers to identify each location and the specific amenities available at each location. It also enables users to designate their favorite locations, such as those nearest to their home or work.

## Gas Prices

Consumers often change buying behaviors based upon fuel prices. Affiniti's Gas Price module allows retailers to post fuel prices for each of their locations and grades, and allows consumers to see prices, and set their favorite grade of gas to display on the home page.

## Mobile Payments

Mobile payment options continue to evolve, and consumers are expecting more and more apps to support paying for gas and in-store purchases from their mobile device. The Affiniti Consumer Mobile App provides a simple, easy to use interface to process payments via ACH payment processing. The consumer need only



## Drive Customer Traffic and Increase Profits. Go mobile!

817-795-5555 • <http://www.pinncorp.com/solutions/mobile-app/> • 800-366-1173

To learn how the Affiniti Consumer Mobile App can increase customer loyalty, build a competitive advantage and drive profits, contact Pinnacle today to arrange a free demo.

