
Group 3

Zafin Loyalty

Program

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This is Alejandro



Alejandro has been saving up his Air Miles for the past year, in hopes that this Christmas, he could buy an Xbox Series S with his points.



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But Alejandro has one

BIG problem

Over the past year, Alejandro managed to save **120,000** PC Optimum Points

Alejandro also saved **5000** Air Miles

However...

Alejandro just discovered from his Zafin mobile app, that this year, you need **5680** Air Miles to purchase an Xbox Series S.

Alejandro is
very upset



BUT... Alejandro forgot one very important thing...



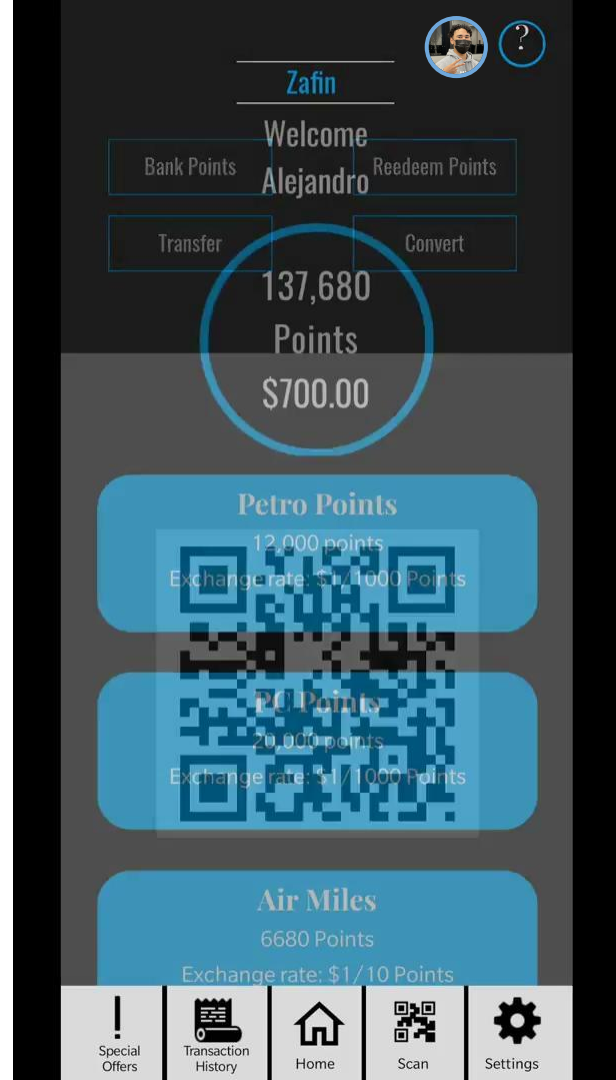
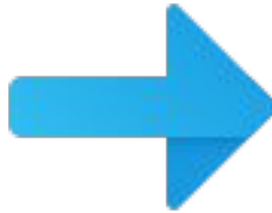
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With Zafin, Alejandro can change his **PC** points to **Air Miles** and successfully buy the Xbox!



To do this, Alejandro uses the Zafin app.

- Send and receive points
- Convert Points
- Redeem Offers
- Individualized QR Code



BUT WAIT...

What about the retailer?

[Home](#)

[Todays Transactions](#)

[Offer Analytics](#)

[User Analytics](#)

[Retailer Analytics](#)

ZAFIN

Welcome BEST BUY



hmm...

And the bank?

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4. Incentives For All

All Parties have reasons to join our program

→ **Everyday user**

- Save money and get great deals

→ **Retailers**

- Mom and pop shops enter a new space
- Bigger companies expand their clientele

→ **Banks**

- Get a small amount per transaction
- Get insight into most profitable businesses

We hope you enjoyed our
presentation!

Any questions?