

Increase Customer Loyalty with Personal Engagements on Every Channel



Being successful in retail is all about delivering personalized experiences, both in-store and online. As a result, we are witnessing a shift towards a truly consumer-centric approach that is transforming the retail landscape. Vynamic® Engage, Vynamic Retail Platform's cloud-based solution for personalized promotions and rewards, can help your retail organization address customers' individual needs and brand preferences. Engage in new and smart ways with each individual consumer at every step of the customer journey.

Vynamic Engage is a cloud-based, POS agnostic, customer engagement platform delivering three engagement modules to physical and/or online channels:



ADVANCED PROMOTIONS

Manage and execute instant consumer reward and cross-channel promotion strategies making use of real-time reports and monitoring.



CUSTOMER LOYALTY

Manage personalized loyalty strategies across consumer journeys. Personalize your loyalty program and manage customer data with flexible segmentation and high precision targeting.



COUPONS AND VOUCHERS

Design and distribute digital vouchers, coupons, and gift cards across all channels. Customize coupons for specific and targeted customers to create a personalized shopping experience.



DELIVER RELEVANT INTERACTIONS AT EACH STEP OF THE CONSUMER JOURNEY

It’s all about individual consumer needs and offering personalized journeys. By combining rich data from consumers into **real-time, integrated consumer profiles**, Vynamic Engage enables you to offer relevant interactions at every step of the consumer journey—online and offline—increasing customer retention and revenues with tailored, consistent omnichannel promotions.

DRIVE PERSONALIZED LOYALTY WITH CROSS-CHANNEL PROMOTIONS

Obtain a 360° view of consumer behavior. Using the **online-2-offline (O2O) promotion engine**, you can serve up **real-time, targeted promotions** and smart consumer rewards, such as coupons and personal vouchers, across all channels—online, mobile, in-store or at home.

SIMPLIFY LOYALTY PROGRAM MANAGEMENT

Centrally manage your loyalty programs, supporting multiple program types. Various types of loyalty cards can be used at the same time, and Vynamic Engage integrates easily with third-party card providers. It’s **user-friendly interface** lets you quickly design multi-step engagement campaigns based on static, dynamic and predictive segmentation in real time.

CUT COMPLEXITY AND REDUCE TCO FOR YOUR RETAIL ASSETS

As a **cloud** engagement platform with **open APIs**, Vynamic Engage can seamlessly interact with any POS system and any other touchpoints in your ecosystem. Combined with a **SaaS business model**, you can deploy a scalable, best-of-breed strategy while keeping total cost of ownership at the lowest level.

TECHNICAL BENEFITS

- Cloud-native technology and a micro-services-based architecture for a reliable, scalable best-of-breed strategy
- Comprehensive data exchange options to enrich and retrieve data stored in holistic consumer profiles, in real time
- Customer repository as single source of truth for consumer profiles enabling 360° view of consumer behavior
- Open APIs for flexible integration with your existing IT assets and mobile consumer loyalty apps
- Fully POS-agnostic, leveraging existing investments in your current POS system
- User-friendly UI/UX tailored for maximum staff efficiency
- Easy design of coupons and vouchers layouts

BUSINESS BENEFITS

- Deliver relevant interactions at each step of the consumer journey based on integral consumer profiles
- Data-driven, fostering personalization and real-time, relevant recommendations
- Increase profitability margins through a sophisticated promotion calculation and O2O execution engine that can reside either in the cloud or on-premises, and which also works in offline mode
- Available as-a-service based on a subscription fee, cutting complexity and reducing TCO for your retail assets
- 100% cloud-based and open platform for collaboration with your existing digital ecosystem
- Supported across the globe by our professional services team

Vynamic Engage – Engage more deeply with your consumers.
Contact your Diebold Nixdorf sales representative today.



To learn more, visit [DieboldNixdorf.com](https://www.dieboldnixdorf.com).