


SmartCubic and RewardCubic Integration


AI-Powered Customer Reward Intelligence Platform

A next-generation customer relationship management solution that combines SmartCubic Group's data integration model with RewardCubic's smart reward system to analyze customer behavior in real-time and automatically provide personalized rewards.

 AI Personalization

 Real-time Integration

 Smart Rewards

 Predictive Analytics

Experience Platform

View Reward System

Core Features

Perfect Fusion of Data Intelligence and Reward System



AI-Based Customer Behavior Prediction

Predicts customer purchase patterns, preferences, and churn risks using machine learning, automatically determining optimal reward timing and types.



Personalized Dynamic Rewards

Analyzes each customer's behavioral data in real-time to automatically generate and deliver the most attractive rewards at optimal times.



Integrated Data Orchestration

Provides 360-degree customer insights by integrating real-time data from all touchpoints including CRM, e-commerce, social media, and IoT.



Real-time Reward Engine

Instantly analyzes customer behavior as it occurs and automatically issues and delivers personalized rewards across multiple channels.



Predictive ROI Optimization

Calculates expected return on reward investments in real-time and recommends the most effective reward strategies.



Social Reward Network

Analyzes customer social networks to provide referral rewards and sharing incentives that maximize viral effects.

Smart Reward System

AI-Selected Personalized Reward Portfolio



Premium Points

Smart points distributed based on customer value

Average 15% Extra Points



Dynamic Coupons

Personalized discount coupons based on real-time inventory and demand analysis

Up to 40% Off



Experience Rewards

VIP events, early access, and exclusive services

95% Customer Satisfaction



Social Rewards

Two-way benefits and social gamification elements for successful referrals

3x Referral Rate



Digital Assets

Next-generation rewards including NFTs, digital goods, and virtual currency

80% Gen Z Engagement



Subscription Benefits

Membership-based rewards for sustained relationships

45% LTV Increase

Integration System Architecture

Multi-Platform M-EIP Based Reward Intelligence Engine



Data Collection

Real-time data collection from all touchpoints



Integration & Normalization

Transforming heterogeneous data into unified customer profiles



AI Analysis

Analyzing behavior patterns and preferences using machine learning



Reward Generation

Automatic generation and delivery of personalized rewards

Real-time Data Layer

Real-time collection of all customer touchpoint data through regional ontology-based data pipeline

Customer Intelligence Engine

FONE2WEB model-based integrated data platform and 360-degree customer profile generation

AI/ML Prediction Models

Reward Orchestration Engine

Deep learning-based customer behavior prediction,
churn prevention, and cross-sell opportunity
identification

Real-time reward generation, personalization,
optimal timing determination, and multi-channel
delivery