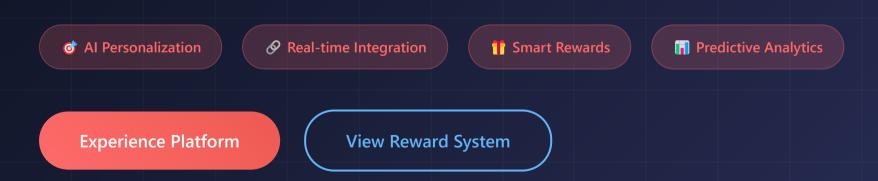
# SmartCubic and RewardCubic Integration

Al-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.



# 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, ecommerce, 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

Al-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 fo 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



#### **Al 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