

The mCard platform from PayWith enables restaurants to utilize the mobile channel to deliver promotional and service recovery cards to their prospects and customers. This virtual card capability was designed to increase customer engagement, improve tracking, and generate incremental visits and revenue – all **without the costs** associated with plastic cards and promotions.

## How it Works

Data elements captured for reporting and analysis:

- Phone or email of the consumer
- Service issue (if applicable)
- Redemption location/date/time
- Consumer feedback

After the mobile card has been redeemed, feedback about the experience is solicited from the consumer, if you desire



Consumer receives notification of a mobile promo or service recovery gift card. Cards can be delivered immediately at the point of the service issue, when customers are in the proximity of your location, or any time you choose.

Consumer views the gift and can redeem it any time within the parameters you have set for the virtual card. No mobile app is required to receive or redeem the mobile card.

When ready to transact, the consumer presses “Touch to Redeem”, to generate a mobile number to be processed through your existing credit card terminal. No additional equipment, software, or integration is required

## Why Mobile

### Promotional Cards

- ✓ Easy to distribute via email and text
- ✓ Ability to send customers reminders about the mobile promo card
- ✓ Control over purchase requirements
- ✓ Low cost / high return
- ✓ Completely trackable
- ✓ Enables ongoing engagement

### Service Recovery

- ✓ Allows you to identify customers who have had the service issue
- ✓ Real time delivery of the mobile card
- ✓ Control over expiration dates
- ✓ Low cost / high return
- ✓ Completely trackable
- ✓ Enables ongoing engagement

## Learn More

IncentEdge is a U.S. distribution channel for PayWith. To learn more, please contact us at:

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