

# We make it happen.

Our solutions for your business:

**Promata Wincentive**

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# Promata Wincentive



## WHAT CAN WE DO FOR YOU?



**Are you looking for a fun and effective strategy to drive business growth, enhance customer engagement, boost sales, attract new customers, build brand loyalty, or promote employee satisfaction, performance, and well-being?**



The magic word is: Wincentive. It takes inspiration from game elements like challenges, rewards, and competition and applies them to areas such as marketing, employee engagement, and more. Read on and learn how our Wincentive can make your company a winner as well.

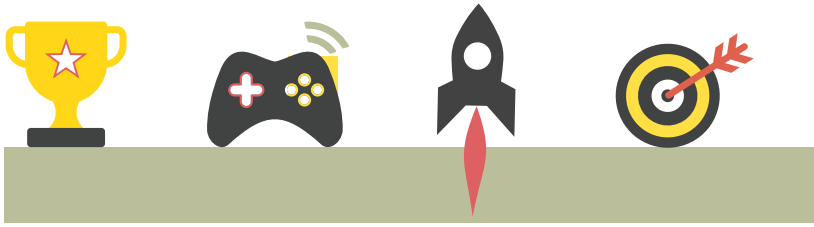
## OUR PRODUCT: PROMATA WINCENTIVE

### WHAT WE OFFER

**We offer you an innovative solution that utilizes gamification in the form of a competition-based game to achieve tactical business goals.**

**With Wincentive, you can**

- Motivate your employees, partners, and customers to reach predetermined goals and earn the opportunity to win enticing prizes.
- Enable participants to engage in competition and incentivize them to enhance their performance by offering rewards for outstanding accomplishments.
- Decide on the type, quantity, and allocation of prizes beforehand (as our client initiating the project).
- Support tactical objectives focused on short- to medium-term improvements across different performance metrics through the game.
- Implement prize distribution without specific targets, thereby enhancing overall satisfaction among different target groups.



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## WHAT YOU GET

**With our meticulous planning, reliable technical capabilities, experienced development team, and ongoing support throughout implementation, your unique Wincentive is bound for success.**



### Encouraging Specific Objectives Through Game-based Rewards

- Attaining targeted business goals.
- Various game modes, game and design elements, and animated effects can be implemented to enhance the fun factor of participation even more.
- An internal competition (within the actual game) between participants creates additional motivation.

→ Boosting motivation and focus on desired results.



### Participant Management and Verification Processes

- Tailoring eligible participant groups to meet your requirements.
- Implementation of even complex verification processes.
- Dependable verification of goal accomplishment, such as during extended approval, production, and delivery durations.

→ Whether your criteria are simple or complex, Wincentive adapts to your needs. You provide us with the data and we'll take care of the rest. We make it happen!



### Winning Logics

Implementation of straightforward or multi-layered winning strategies to achieve single or multiple performance metrics.

→ Establishing tactical incentives to achieve short- and medium-term goals.



### Customer Support and Service

- Dedicated points of contact are available via email or phone to address any inquiries or concerns.
- If needed, we assist with handling complaints, goodwill gestures, data preparation, and processing monthly financial transactions.

→ You'll always receive the support you need.

## WHAT SETS OUR WINCENTIVE APART?

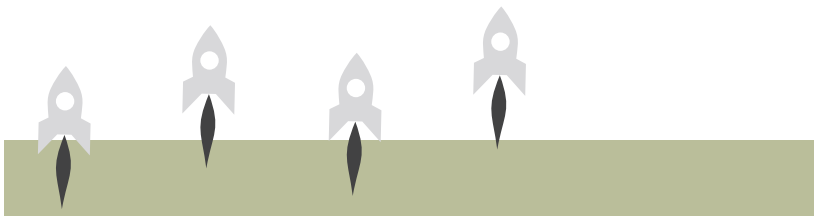



**Wincentive consists of several modules, including:**

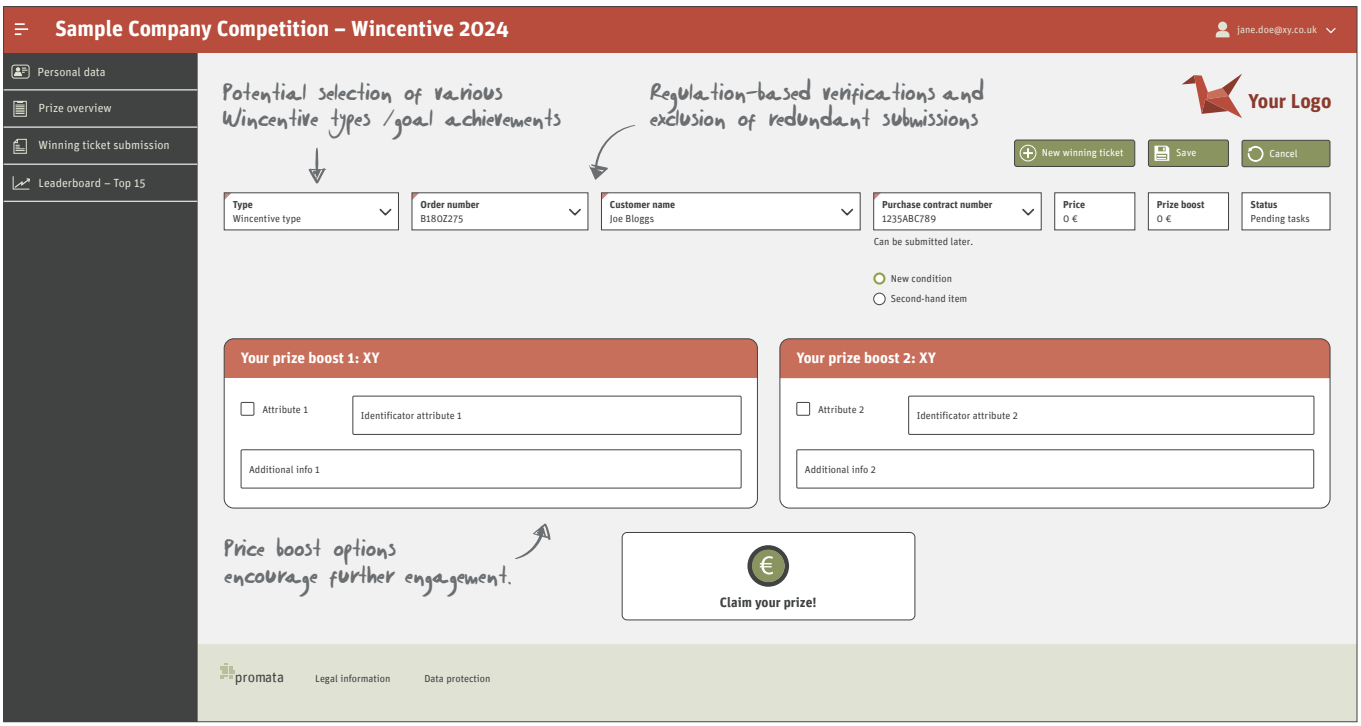
- **Registration Process and User Management**
  - Ensuring secure participant registration and eligibility verification.
  - Data privacy and project-specific opt-ins for necessary consents and confirmations.
- **Submission of Winning Chances**
  - Option to report one or more independent or interconnected goal accomplishments.
  - Verification and exclusion of redundant submissions.
  - Rule-based verifications can be conducted immediately upon submission.
  - Instant system-generated pop-up notifications and emails for the announcement of winning results.
- **Wincentive Overview**

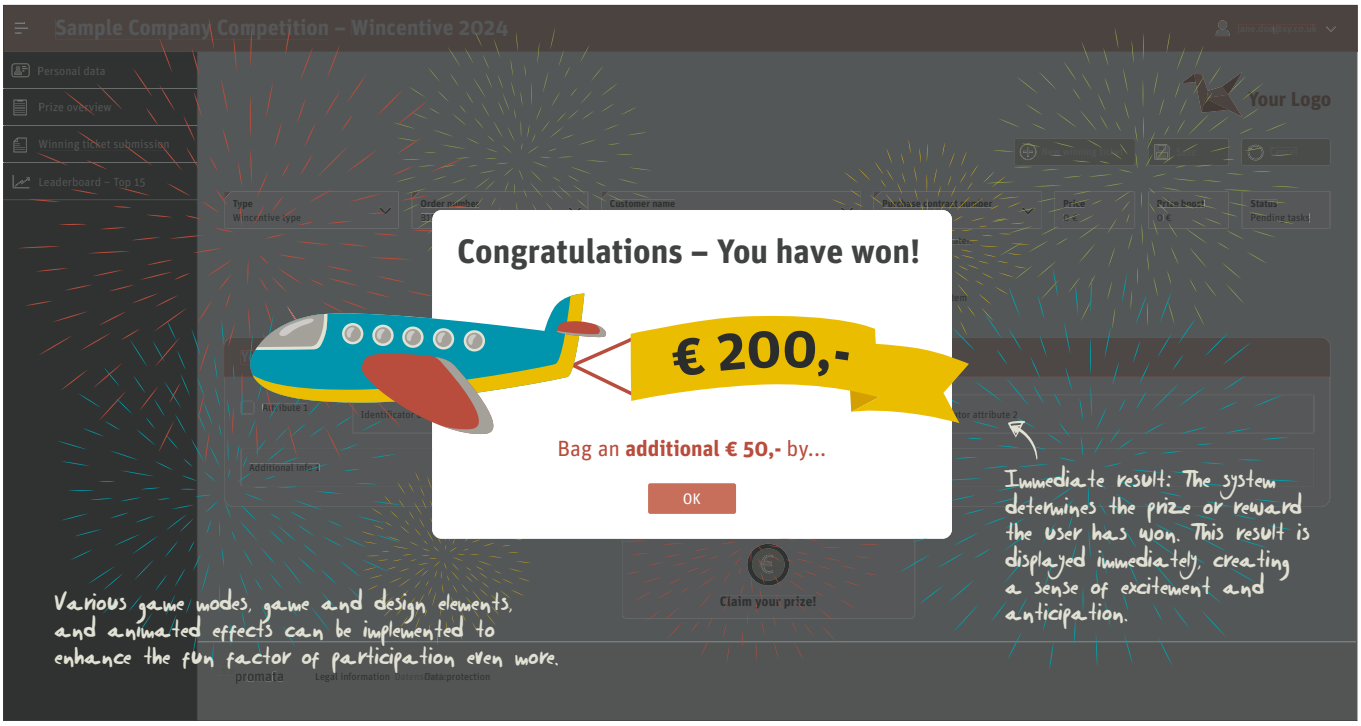
  Participants receive:
  - A clear presentation of their successes and areas where they haven‘t won (wins and blanks).
  - The processing and verification status for each Wincentive.
  - Automated notifications regarding additional steps required or reasons for rejection.
- **Leaderboard**
  - Displaying participants‘ performance within selectable time frames.
  - Optional participation in the scoreboard using either aliases or real names.
  - Announcing standings to all participants and highlighting top performers.
- **Motivation Emails**
  - Boosting competition by sending reminders and providing interim results updates.
  - Providing a clear sense of advancement and encouraging continued engagement.
- **Project Status**
  - Receiving regular financial status reports and sales reports.
  - Providing relevant departments and stakeholders with the necessary information.





## HERE‘S HOW YOUR TACTICAL GOALS COULD BE ACHIEVED WITH WINCENTIVE



## HERE ARE SOME APPLICATION AREAS FOR WINCENTIVE

### Increasing Sales Figures

Using Wincentive in sales departments to motivate employees to exceed their sales targets through competitions and incentives.

### Promotion of Customer Loyalty

Rewarding customers for repeat purchases or using services by offering prizes or benefits through Wincentive is a compelling incentive to continue engaging with your brand.

### Employee Engagement and Satisfaction

Recognition of employees for outstanding performance, process improvements, or reaching milestones through Wincentive can boost morale and motivate employees to excel.

### Product Reviews and Feedback

Implementing Wincentive to create incentives for customers to provide feedback and reviews can be highly effective in improving product quality and enhancing customer satisfaction.

### Introduction of New Products or Services

Implementing special challenges or competitions to boost awareness of new products or services, and fosters customer engagement and loyalty.

### Increasing Participation in Training and Development Programs

Rewarding employees for their participation and successful completion of training programs promotes a culture of continuous learning and development within the organization.

### Promotion of Digital Tools and Platforms

Creating incentives such as rewards or recognition for employees or customers who actively engage with company-specific software or online platforms.



## FURTHER APPLICATION AREAS FOR WINCENTIVE

### Supporting Health and Wellness Programs

Integrating Wincentive into corporate health management programs to encourage employees‘ participation in health-promoting activities and foster a culture of wellness and productivity.

### Sustainability Initiatives and Social Engagement

Using Wincentive to reward employees and customers for participating in initiatives focused on environmental stewardship, $CO_2$ reduction, and social responsibility.

### Customer Acquisition and Sustainable Business Growth

Encouraging existing customers to refer their friends, family, or colleagues to your business, and fostering loyalty among existing customers by offering incentives through Wincentive.

**An example of successful implementation can be viewed here:**



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## MUST-HAVE FEATURES



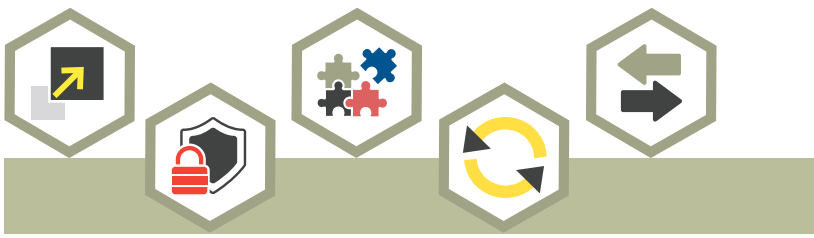
### Individual, Convenient, Flexible

- **Corporate Design and Customization:** Designed to align with your CI.
- **User-Friendly Interface:** The intuitive and easy-to-navigate interface ensures a seamless process, encourages engagement, and minimizes inquiries.
- **Scalable and Flexible:** Wincentive is adaptable to various use cases. Implement Wincentive across different business sectors and expand actions flexibly based on positive feedback. Established and successful actions can be conducted continuously or in recurring cycles.

### Secure, Encrypted, Reliable

Our web applications are developed in accordance with the latest and most stringent standards to guarantee the highest level of data protection and security. Here are the measures we implement:

- **Cutting-edge Encryption Technologies**
  All data is encrypted using industry-leading protocols at all times.
- **Data Privacy Compliance**
  Our policies, processes, and adherence to international data privacy regulations (such as GDPR) ensure the secure handling of personal information.
- **Regular Security Audits**
  Independent security audits are conducted regularly to ensure that all security measures are up to date and functioning effectively.
- **Reliable Infrastructure**
  Our infrastructure is built on reliable and secure cloud solutions renowned for their high availability and security, ensuring secure access to our application from anywhere, at any time.
- **User-specific Access Control**
  Defined access settings provide control over information and enhance overall security.



## ADDITIONAL MUST-HAVE FEATURES



### Compatible and Integrative

Compatibility and integration were pivotal considerations during the development of our web application to ensure a seamless user experience and streamlined workflows.

Here are the key areas we focused on:

- **Cross-platform Compatibility**
  Our application is designed to function seamlessly across various platforms and devices. It is optimized for different browsers and adjusts smoothly to different screen sizes and resolutions.

- **Easy Integration with Existing Systems**
  Our application can be effortlessly integrated with a wide range of software solutions through API interfaces. This facilitates smooth data transfer from customer-owned systems.

- **Adaptability and Scalability**
  Our system is built to scale alongside the company and adapt to evolving requirements. It offers the flexibility to add or remove features to meet specific needs without compromising system performance.

- **Automatic Updates and Maintenance**
  We ensure continuous updates and maintenance to uphold compatibility and performance. These updates are conducted outside of regular business hours to minimize disruptions to business operations.







## PROMATA – YOUR STRONG PARTNER EVERY STEP OF THE WAY!

**1981**

Founded in Cologne, privately owned, both traditional and innovative

**50+**

Employees, eager to find the optimal solution for you and your business

**40+**

Years of experience in marketing, training, and events

- Comprehensive consulting and support
- Tailored, custom-designed concept
- GDPR-compliant, encrypted, subject to regular audits
- Full project management, modular & flexible
- All under one roof - We make it happen.

## CONTACT

**Have we piqued your interest?**

Feel free to connect with us via the contact options provided below. We eagerly anticipate receiving your enquiry and assisting you further!

Meet your personal liaison:
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**Our clients**

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We make it happen.



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