

AiQ Line Business Connect

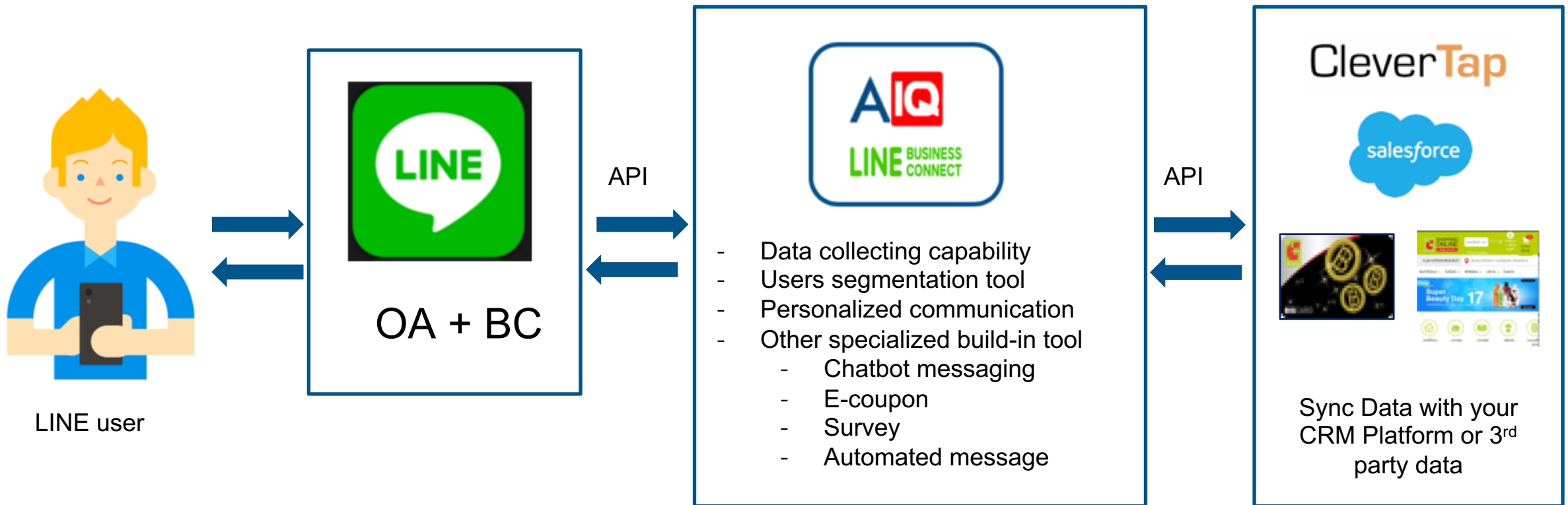


Empowering Brands to make the most of
their Line BC accounts



AiQ Line BC Overview

AiQ Line BC helps brands turn their Line account into a powerful CRM and Loyalty platform that can collect, segment and automate a personalized Marketing Program



AiQ Line BC Features

Core Product Platform

Access to the Core AiQ Line BC CMS system with Custom Branded logo

Registration Page

Line OA/BC integrations

Line Message feature

- Target Message
- Personalised Message
- Automated Message

Add on Product Feature Options

E-Coupon

Microsite Creation Tool

Form Building Tool

Process ChatBot

Survey

Live Chat System for Customer Service

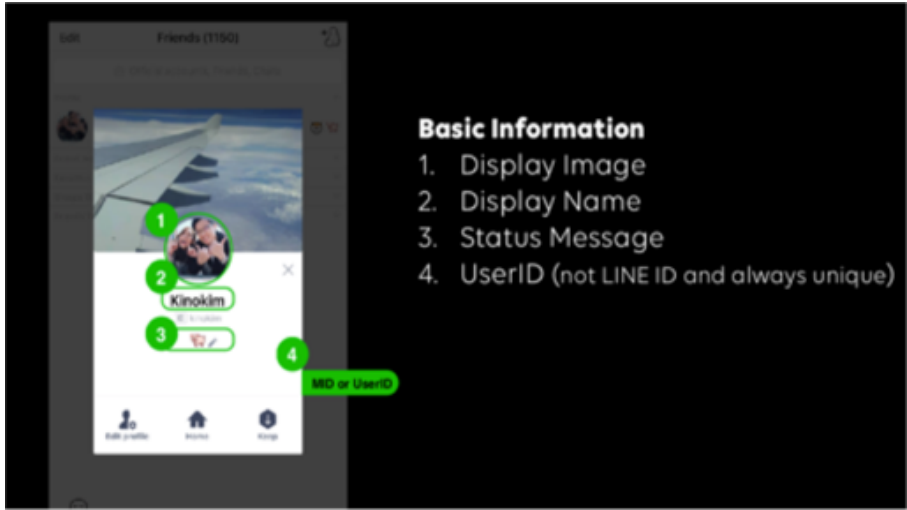
Optional Integrations and Account Options

Integration - Clever Tab

Integration - OMISE

Multiple Page management

AiQ Line BC Features – Core Platform



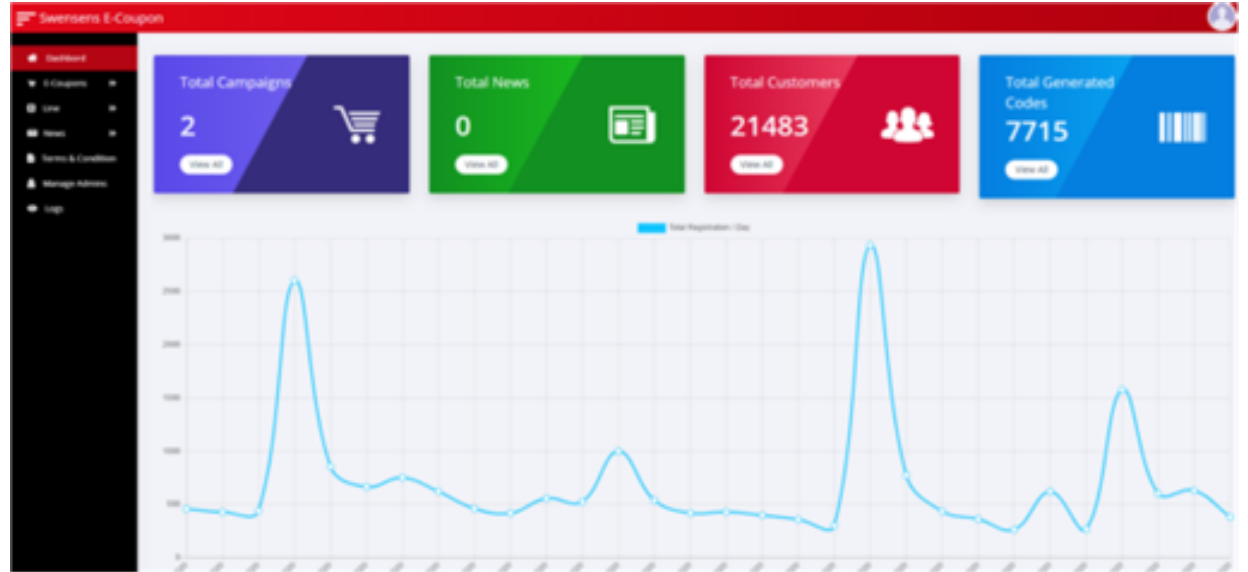
User line Data



Sales data



Loyalty Data



The AiQ Line BC Platform is a user friendly Tool where you can see all your customer data. The. Core features include:

- Dashboard summary: campaigns and customers.
- Brands can push in Line Data as well as 3rd Party data a brand has about their users, to form a consolidated profile of the customer

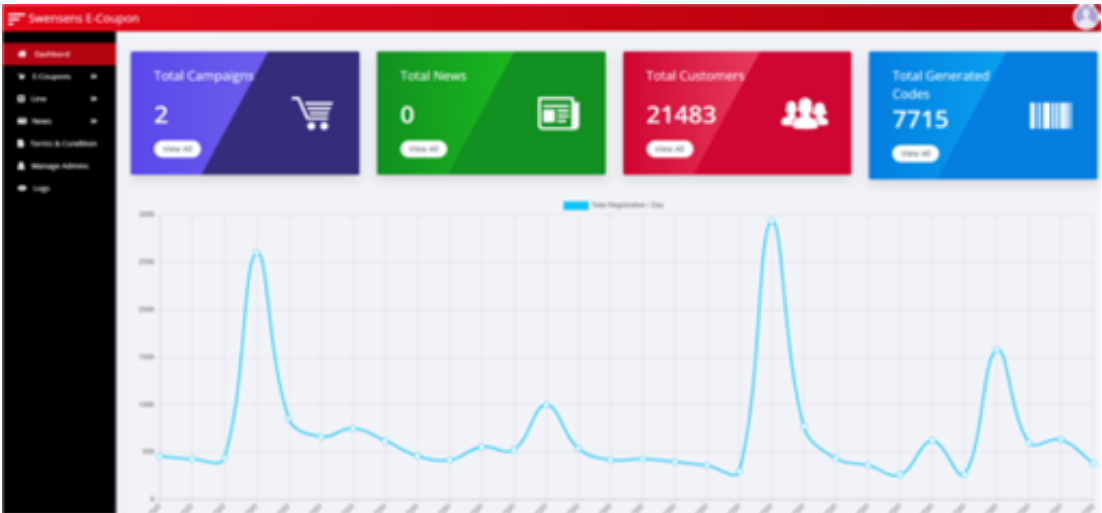
AiQ Line BC Features - Registration Page



The user registration link will lead users to a registration page

A screenshot of the Swensen's LINE Coupon registration page. The page has a red header with the Swensen's logo and a language selector (TH | EN). Below the header, there's a section titled 'Swensen's LINE Coupon' with a tagline in Thai. The main area contains a registration form with fields for name, phone number, and email, along with a 'Register' button.

Registration page / questions can be customized based on business need



Provider	Provider Name	First Name	Last Name	Email	Phone	Birthday Date	Register Date
line	Qin cheng xian	สุภกร				-	09-04-2020
line	nooj					-	09-04-2020
line	NIDNOY	นิวัฒน์	พิยววัฒน	Piyawatsamon.r@kasikornbank.com	0655191088	15-12-1983	09-04-2020

- AiQ LINE BC dashboard show registration overview and customer detail
- Users list can be exported in an excel format

AiQ Line BC Features - Target Message

The screenshot shows the 'Swensens E-Coupon' dashboard. On the left is a navigation menu with options: Dashboard, E-Coupons, Line, User, User Import, Direct Group (highlighted), Direct Message, Auto Message, Schedule Message, Process Message, and News. The main content area is titled 'Direct Group' and includes a breadcrumb 'Dashboard > Line > Direct Group'. It features a red '+ Create New Direct Group' button and a green 'Export Excel' button. Below these is a table with two columns: 'Group Name' and 'Count'. The table lists two groups: 'New members Mar 2020' with a count of 5,357, and 'Non-members' with a count of 254. Each row has three action buttons: 'View', 'Edit', and a trash icon. At the bottom of the table are 'Previous', '1', and 'Next' pagination controls.

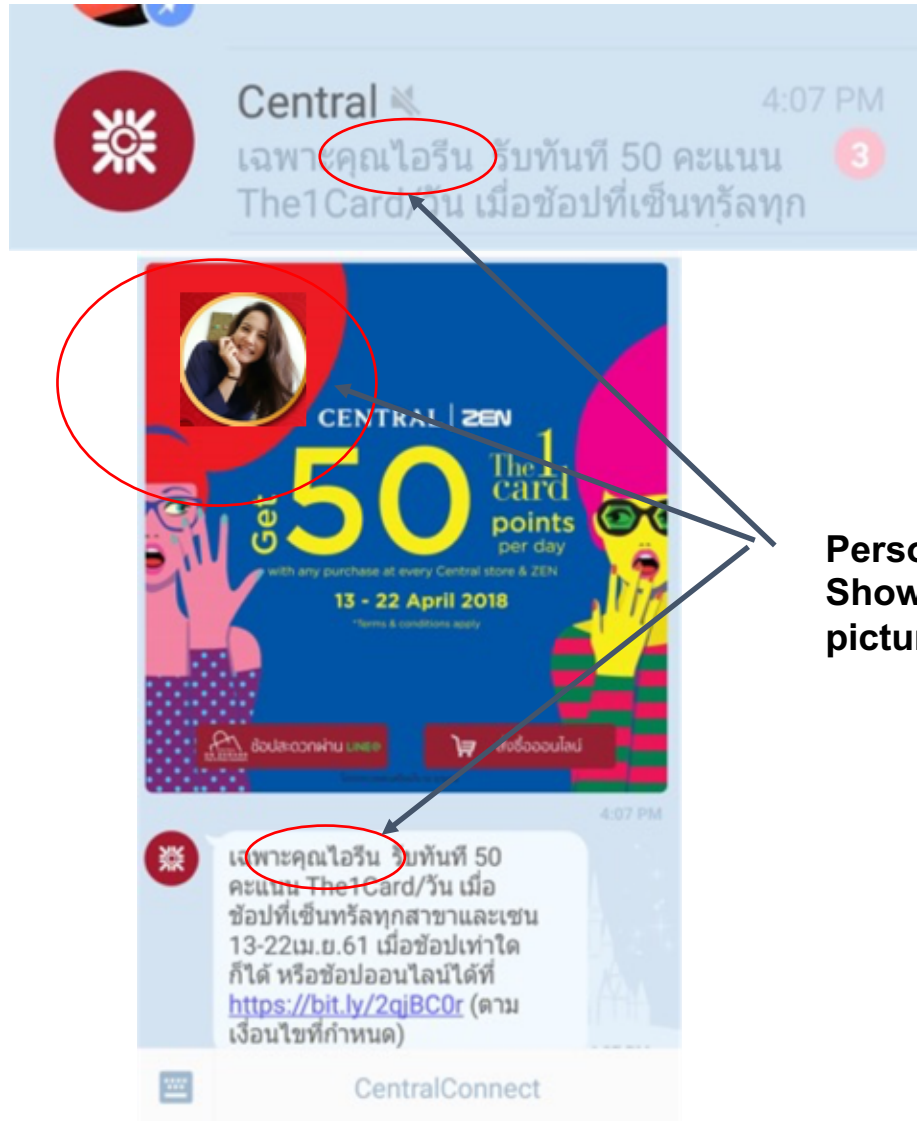
Group Name	Count	Actions
New members Mar 2020	5,357	View Edit Delete
Non-members	254	View Edit Delete

The screenshot shows the 'Add New Direct Group' form. It includes fields for 'Name *' (with a placeholder 'name'), 'First Name', 'Last Name', 'Start Point', and 'End Point'. There are also date pickers for 'Day Start', 'Day End', 'Month Start', 'Month End', 'Year Start', and 'Year End'. A 'Type' dropdown menu is set to 'ใหม่'. At the bottom, there is a 'CLEAR' button and a red 'Search' button. A grey overlay box with the text 'Filter tool based on data collected and business need' is positioned over the top right of the form.

- Users segments can be created easily with build-in data filters
- The segments list can be saved for future engagement campaigns
- eg. Send targeted message only to those who not yet register to the loyalty program.
- eg. Send targeted message only to those who recently joined the loyalty program



AiQ Line BC Features - Personalized Message

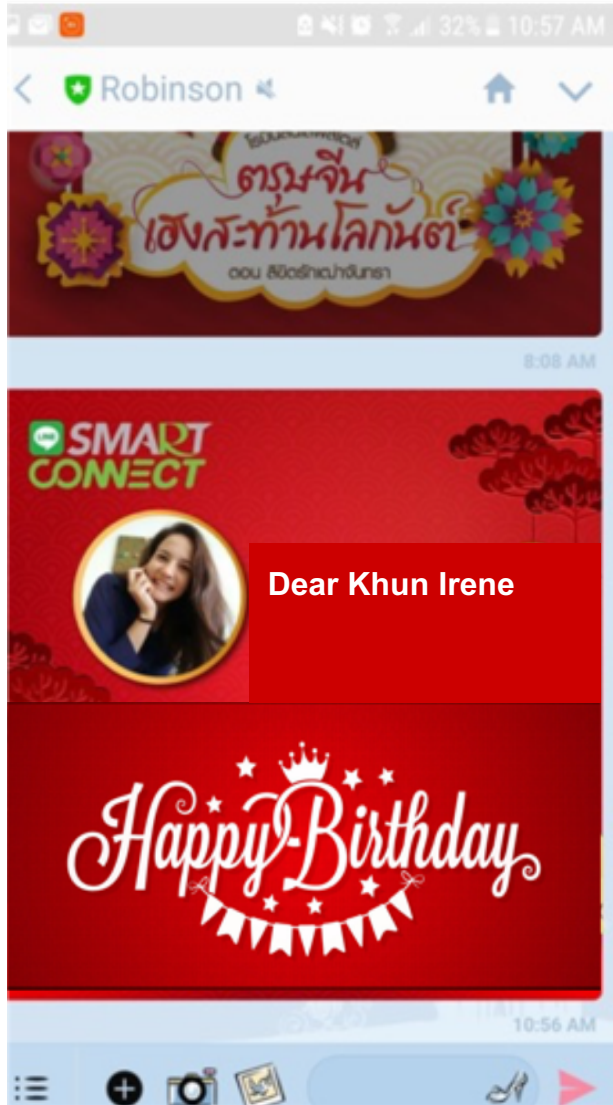


Personalised Name /
Show LINE display
picture

AiQ LINE BC can use customers registered name to display on the Rich Messages , Text messages or the caption messages

Also Display picture can be featured in the Rich Message as well.

AiQ Line BC Features - Automated Message



An automated journey can be set within AiQ LINE BC.

For example :

Everyday the system will automatically pull from the segment of people with birthday today and send a message to that group.

AiQ Line BC Features – E-coupons



Coupons can be created / edited / deleted at AiQ LINE BC system



Coupons status can be displayed as already used, expired, or coming soon



Unique QR code / Barcode / code for in-store or online redemption

AiQ Line BC Features - Microsite creation tool

The AiQ Line BC Microsite creation tool allows brands to easily create simple pages to easily launch campaigns , offer promotions and collect data

Add Promotion

Promotion Name (TH)*

Promotion Name (EN)*

Promotion Image (TH) (980 x 457) *

Promotion Image (EN) (980 x 457) *

Promotion Image 2 (TH) (980 x 457)

Promotion Image 2 (EN) (980 x 457)

Description (TH)*

Description (EN)*

Start Promotion*

End Promotion*

Promotion Type*



AiQ Line BC Features - Form Building tool

The AiQ Line BC Form building tool allows brands to create pages outside Line and sync the form with Line so the data can be pushed into AIQ Line BC

The screenshot shows the 'Form' building interface. At the top, there's a header with a back arrow, 'Back to all forms', a title 'New form (April 23, 2020 6:19:31 PM)', a status 'Auto-saved with unpublished changes', and a 'Publish' button. Below the header are tabs: 'Form', 'Follow-up', 'Options', and 'Style & preview'. A 'Learn more' button is on the left. The main area is divided into two panels. The left panel, titled 'CREATE NEW FIELD', contains a grid of 12 field types: Single-line text, Number, Single checkbox, Multiple checkboxes, Dropdown, Multi-line text, Radio, Date picker, File, Header Text, Paragraph (RichText), and Image. The right panel shows a preview of the form with the following fields: 'Email *' (text input), 'First name' (text input), a question 'What's your favorite ice cream flavor?' with three radio button options (Chocolate, Strawberry, Vanilla), a privacy policy paragraph, two consent checkboxes with labels, and a 'Submit' button at the bottom.



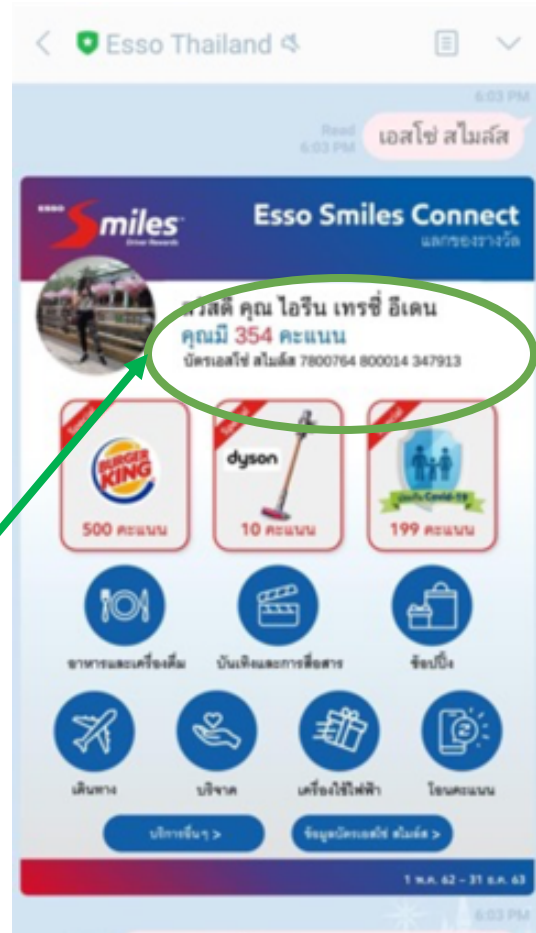
The screenshot shows the 'Preview' interface. At the top, there's a header with 'Preview' and three tabs: 'Desktop', 'Tablet', and 'Mobile'. The main area shows a mobile preview of the form. It starts with 'Your Logo' at the top, followed by the same fields as the building interface: 'Email *' (text input), 'First name' (text input), a question 'What's your favorite ice cream flavor?' with three radio button options (Chocolate, Strawberry, Vanilla), a privacy policy paragraph, two consent checkboxes with labels, and a 'Submit' button at the bottom. The preview is shown within a mobile device frame.

AiQ Line BC Features - Process Chat bot

Member card feature



Users click the member card icon on the rich menu

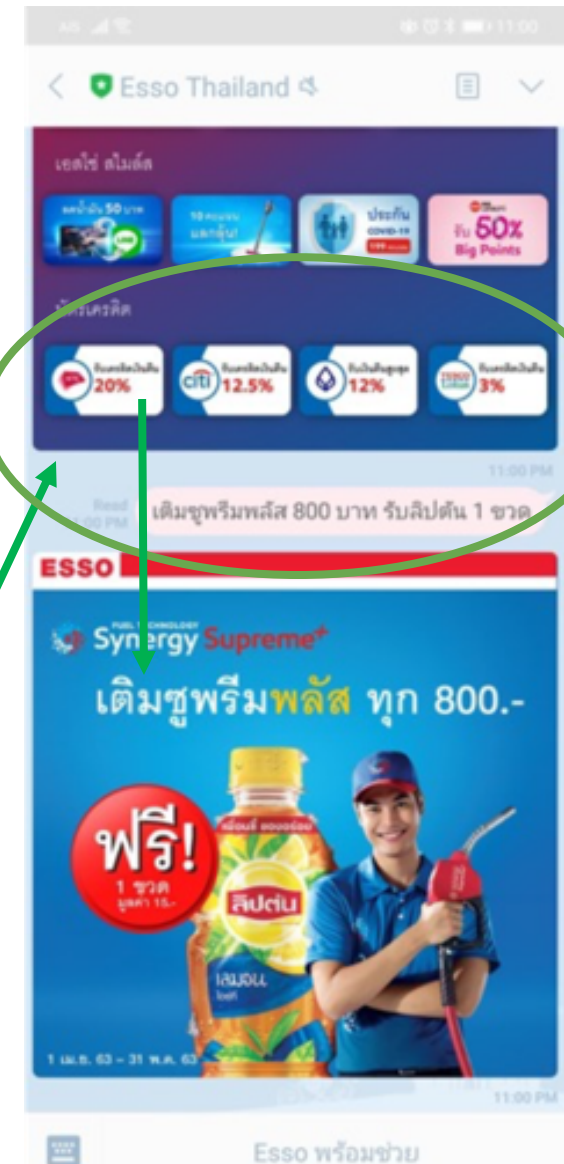


Chatbot can reply back with member card detail / Points balance / Member card QR code etc., based on business requirements

Promotion feature

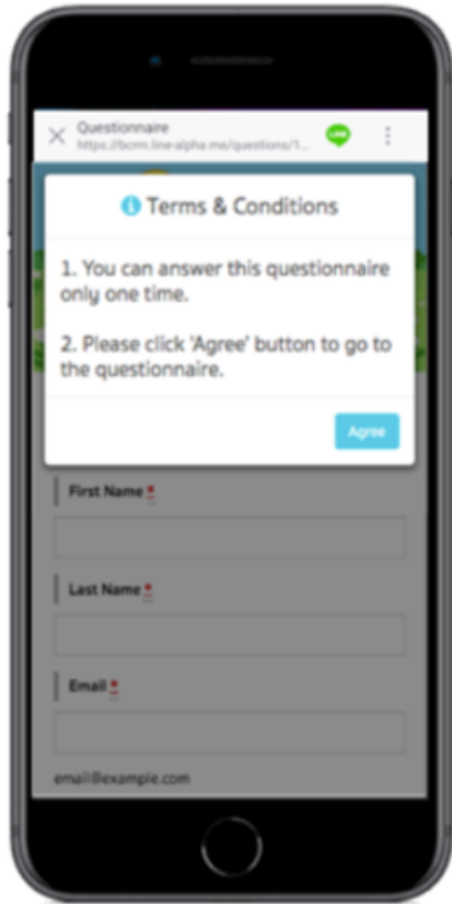


Users click the member card icon on the rich menu



Chatbot can reply back current promotions

AiQ Line BC Features - Survey



Term & Condition page acceptance page before starting the survey



Unlimited number of questions
Available for 2 type of answers
1) choice
2)Free text



Thank you page after completing the survey

Profile	Display name	Groups	Q.1	Q.2	Q.3	Q.4
<input checked="" type="checkbox"/>		tan	Warit	Male	1986-06-22	{ "city": "Bang"
<input checked="" type="checkbox"/>		박준영(Joonyoung Park)	Joonyoung	male		
<input checked="" type="checkbox"/>		이원구/WonGoo Lee/李元求	WonGoo	male		

- Report can be viewed in AiQ LINE BC or downloadable in excel format
- Unlimited record and time frame. Depends on the server's HDD

AiQ Line BC Features - Live Chat system for customer service



Chat Webpage

- a chat webpage is for admins to chat with LINE users
- If there is an admin online, a chat request notification for will be sent to the admin
- If there is no admin online, LINE users will receive an auto reply message
- Admin need to click accept the chat request , then the customer will be assigned to that admin
- Can be used under LINE OA Bot mode
- Unlimited number of admins

Chat History

- Keep track of chat history log
- Unlimited record & time. Depends on the server's HDD

A close-up photograph of a computer keyboard. The central focus is a single, white, rectangular key with rounded corners. This key is slightly raised above the others and features the words "Thank You" printed in a dark blue, serif typeface. The key is positioned diagonally within the frame. Surrounding this key are several other keys, which are also white but appear blurred due to a shallow depth of field. The keys are set against a light-colored, horizontally-grained background, likely the keyboard's base. The lighting is soft and even, highlighting the texture of the keys and the grain of the surface.

Thank You