

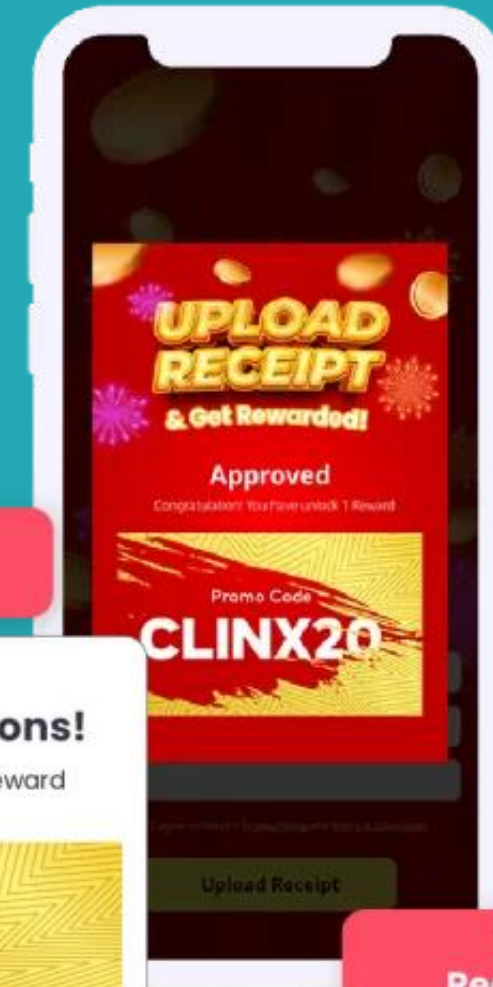
skale

# WhatsApp Chatbot & Smart Receipts Platform

**INTRODUCTION GUIDE**



Dynamic  
Rewards



Real-Time  
Receipt Analysis

Gather Customer  
Data



## WHAT'S INSIDE

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# Why Partner with SKALE?

SKALE's Agency Partners are generating 6-digit revenue (USD) from re-selling SKALE's Technology Solutions

Track In-Store Conversions and Demonstrate ROI to Clients

New Revenue Share Opportunity  
Resell SKALE's Technology  
*(20% - 50% Mark Up on Discounted Pricing)  
Tech Fully Managed by SKALE)*

Opportunity to Increase Client Budgets and Total Size of Client Accounts

Go beyond Tactical Campaigns, Help Clients Capture Customer Data

Free Partnership Program  
No Frills, No Minimum Targets  
Full Access to Agency Resources

# SKALE's Smart Receipts Platform

- 1 SKALE's receipt scanning platform automatically acquires transactional data from receipts, scores a customer's lifetime value and delivers dynamic rewards.
- 2 Our built-in OCR capabilities for receipt processing eliminate the need for manual checking, validate product purchases, and assign rewards based on customer data.

## Benefits of SKALE's Smart Receipts platform



Combining smart rewards and real-time receipt scanning is an effective strategy to get more in-store shoppers, and drive repeat visits.

You can reward shoppers instantly based on SKU, total spend, and more.



From transactional data to shopper details, you'll obtain data points that would help you deliver personalized campaigns.

Collect data both online and in-store. No POS integration is needed.



Whether it's a mobile app or a landing page, SKALE can develop a branded, customizable system that you can embed on your app or website.

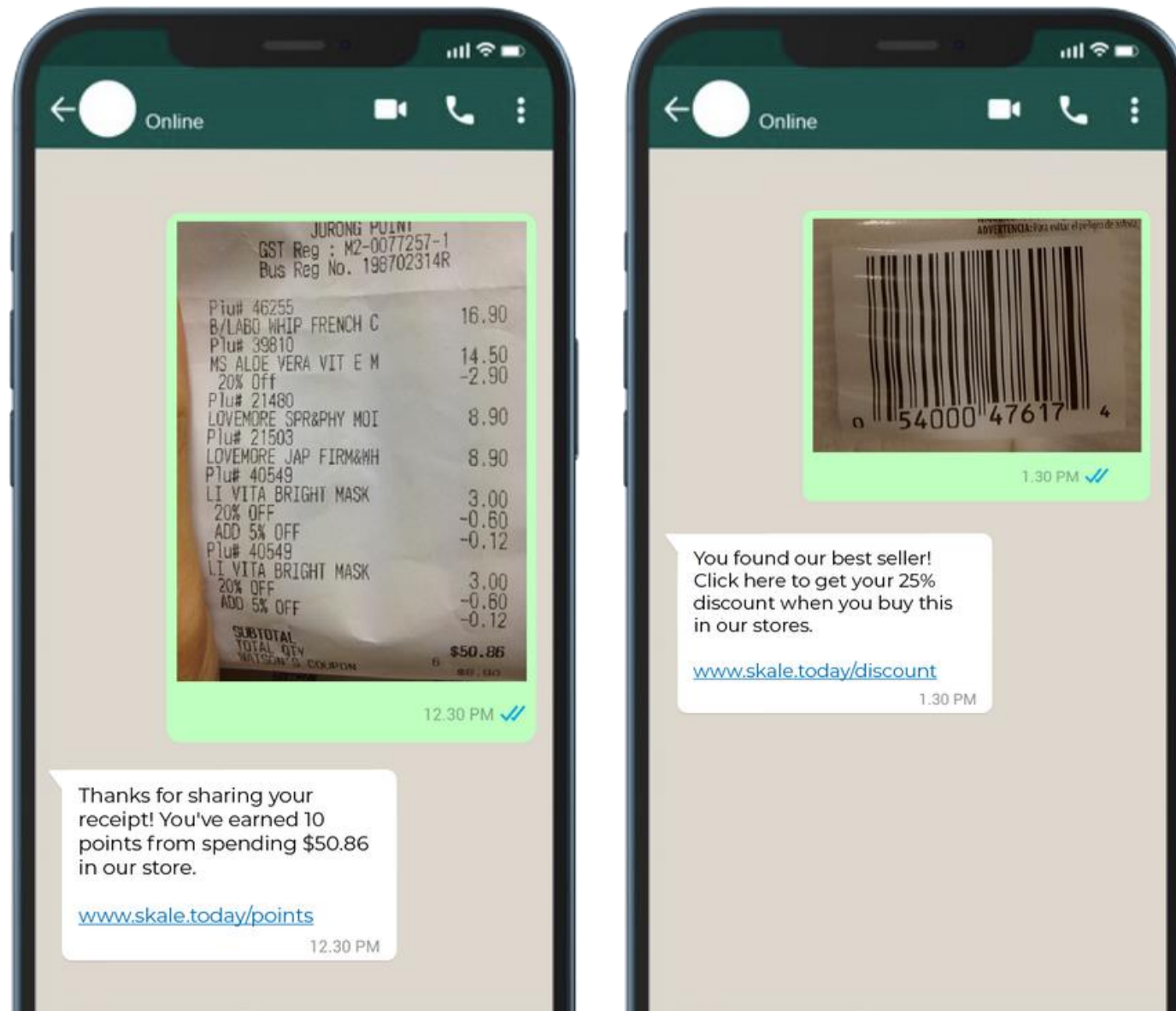
We offer a 99% accuracy rate and keyword recognition features.

Experience SKALE's  
**Smart Receipts &  
Rewards Platform**

[START DEMO NOW](#)



# How can you launch SKALE's Smart Receipts & Rewards platform?



A **WhatsApp chatbot** that verifies not only receipts but also barcodes, QR codes, and order numbers to reward customers.



A **standalone microsite** or a platform that can be easily integrated into **your own app or website**.

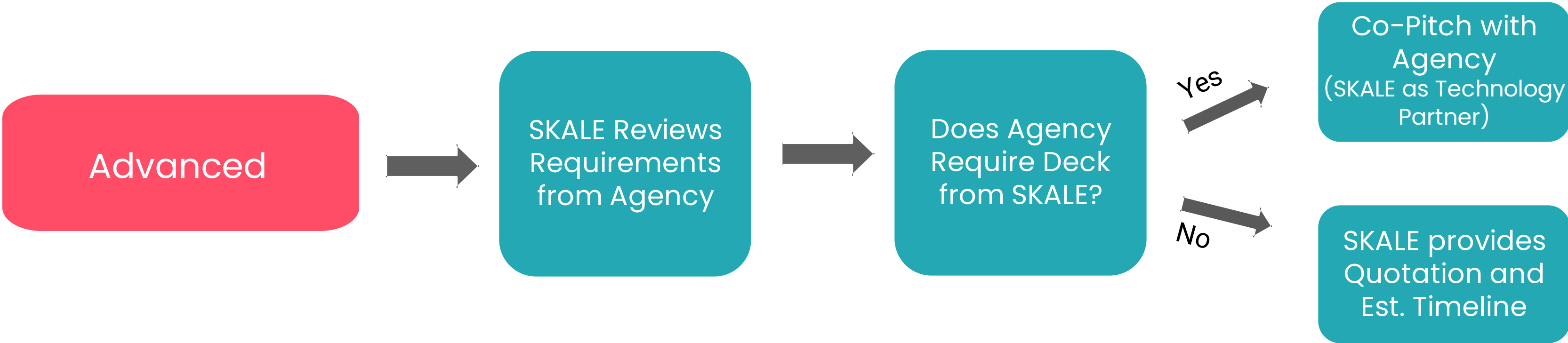
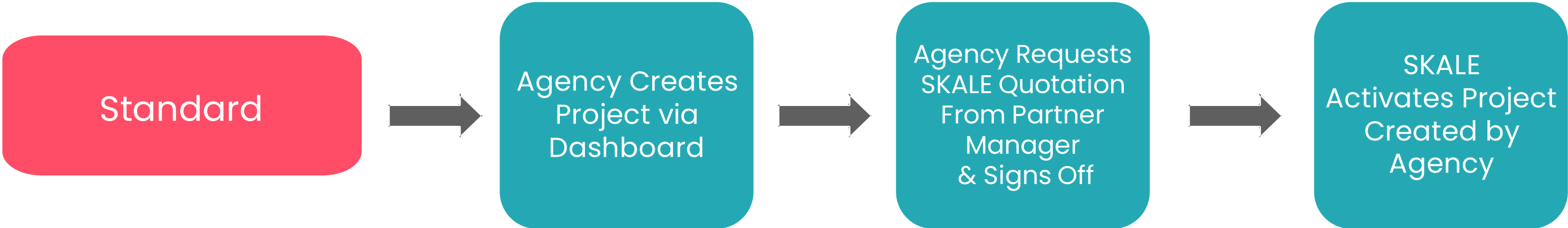
## AGENCY PARTNERSHIP TIERS

Annual Tiers*	Preferential Pricing	Partner Badge	Demo Account	Co-Pitch on Advanced Projects	Marketing Support	Invites to SKALE Client Events	Sponsorship for Awards
<b>Standard</b> (All Agency Partners)	✓	✓	✓				
<b>Silver</b> (Min 3 Projects)	✓	✓	✓ Early access <sup>1</sup>	✓	✓ Leads / Referral <sup>2</sup>		
<b>Gold</b> (> 10 Projects)	✓ Additional Incentive	✓	✓ Early access <sup>1</sup>	✓	✓ Quarterly Plan <sup>3</sup>	✓	
<b>Platinum</b> (> S\$100k and above)	✓ Additional Incentive	✓	✓	✓	✓	✓	✓

\*Annual tiers reset at end of each calendar year

- Early access to new product roll-outs for Standard and Advanced Modules
- SKALE reserves full discretion on its marketing and lead generation plans to generate leads for its agency partners
- SKALE shall align with its agency partner on its quarterly marketing budget and support

# HOW TO ACTIVATE SKALE'S SOLUTIONS



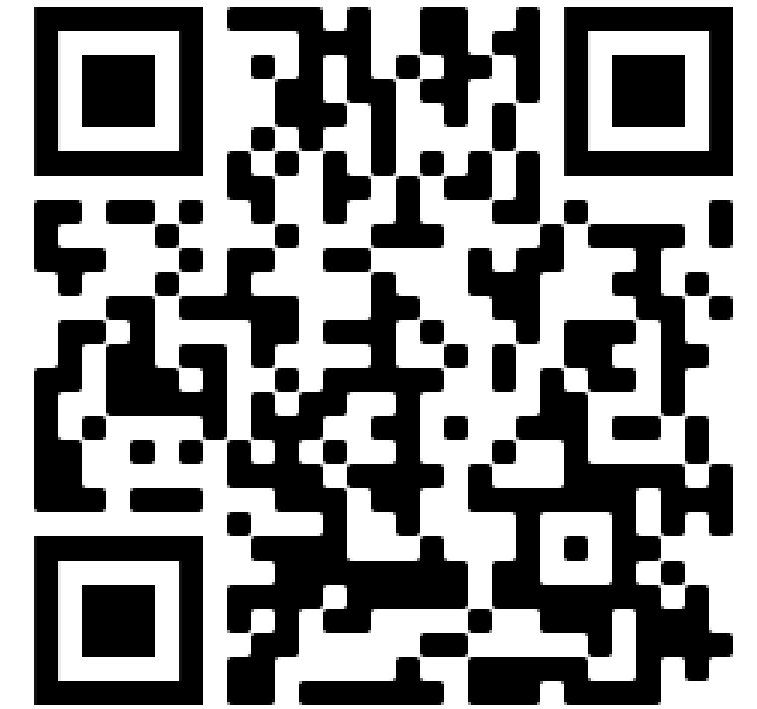
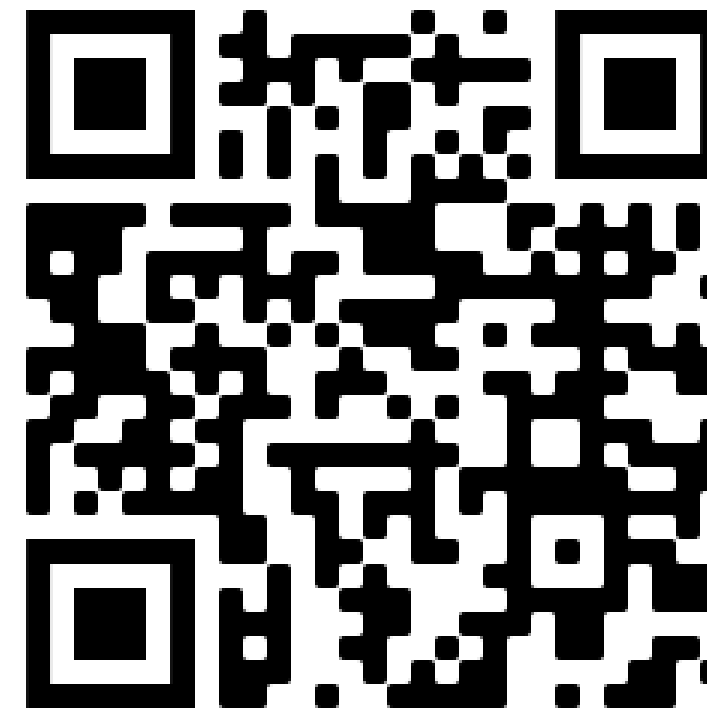
# SKALE's WhatsApp Chatbot

What can our chatbot do for you?

- 1 Collect personal data and give out promo codes even before your eCommerce shoppers reach your marketplaces.
- 2 Automatically verify in-store and online receipts, product barcodes, QR codes, and order IDs.
- 3 Enrich customer profiles through engaging activities and mini-games.
- 4 Reward customers instantly based on their personal or purchase data

Experience SKALE's  
**WhatsApp Solution**

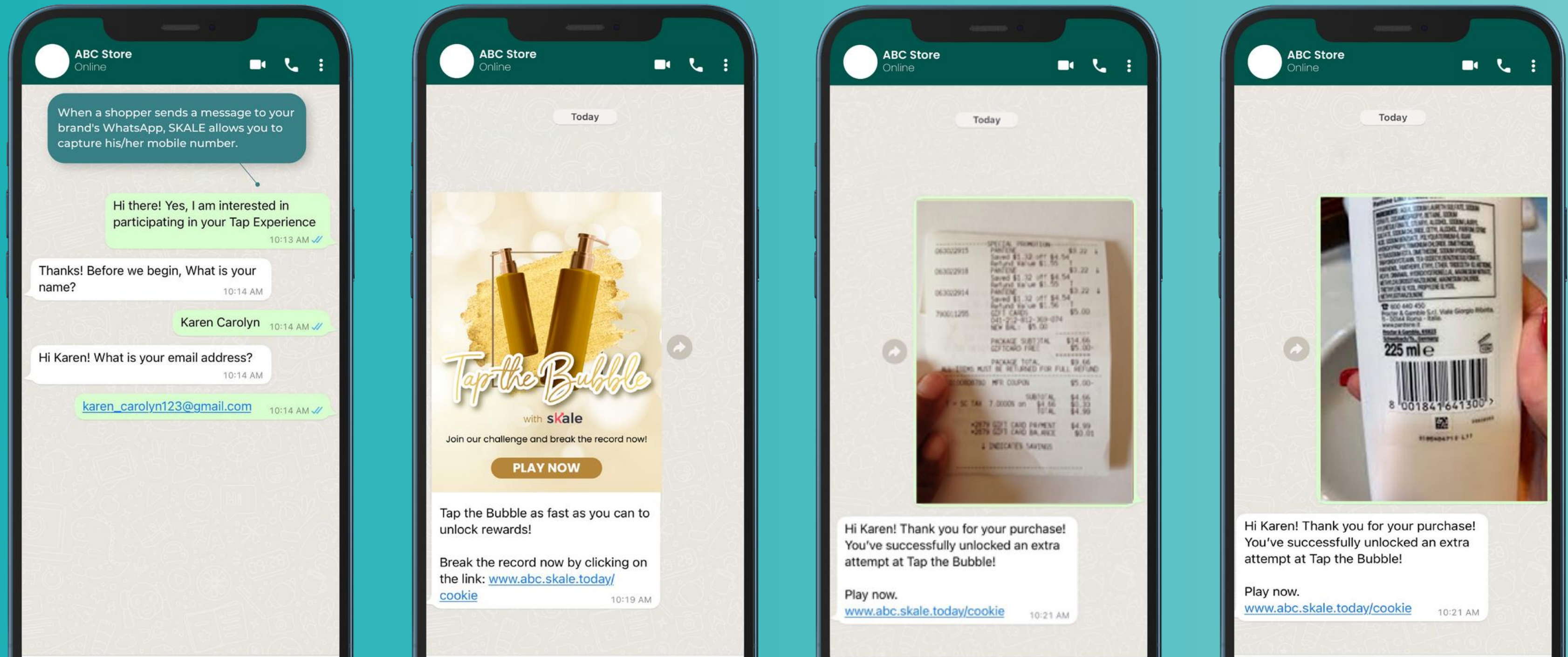
**WATCH HOW IT WORKS**

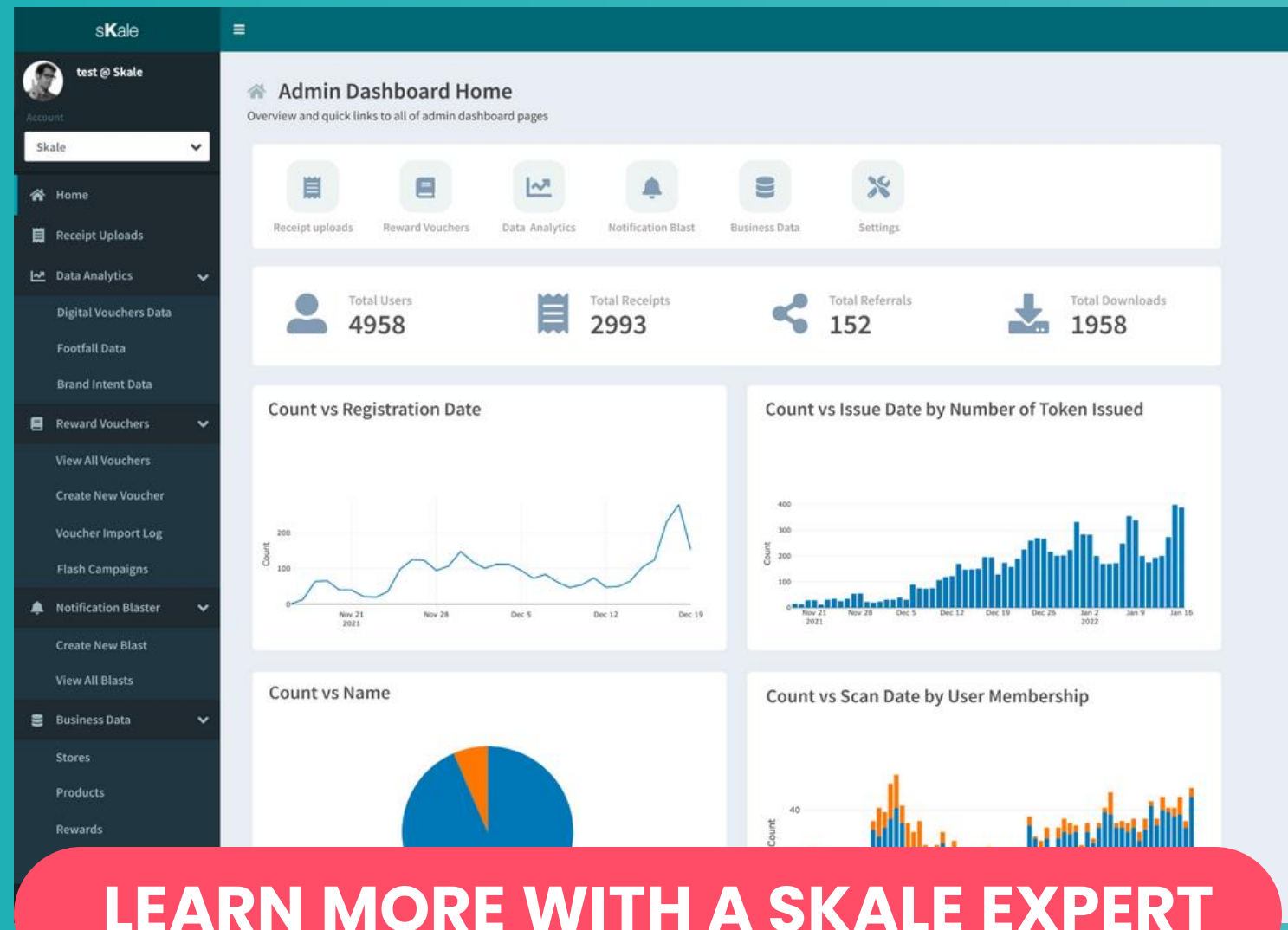




# Here's how our **WhatsApp chatbot** works

1. Users can submit their personal details via the brand's WhatsApp chatbot.
2. Deliver rewards or unlock gamified experiences for registrants.
3. Verify receipt uploads and deliver personalized rewards
4. FMCG and CPG brands also have the option to validate product barcodes.





You'll be able to collect, track, and manage real-time customer and purchase data from our WhatsApp chatbot and smart receipts platform from a single dashboard.

We'll also let you use these data points to send personalized SMS and email campaigns.



**WATCH OUR PRODUCT VIDEO**

# SKALE lets you automatically verify & extract data from all of these through WhatsApp!



Purchase receipt



QR code



Product barcodes



Order numbers

# SKALE's WhatsApp Dashboard

The screenshot displays the SKALE WhatsApp Dashboard interface. On the left, a navigation menu lists: Home, Chat Templates, Chat Workflows, Follow up Scheduler, Chat History, and Variables. The main content area is titled "Home" and provides an "Overview of the chat intergration platform". A large teal banner welcomes "John Smith" and identifies the system as "A Growthdesk Chat System with SKALE Enterprise Solutions". Below this, a section titled "Here are some of the main functions to make use of" features four white speech bubble cards with teal icons and labels: "Chat Template" (document icon), "Chat Workflow" (robot icon), "Follow up Scheduler" (bell icon), and "Chat History" (message icon). The top right corner shows the "skale" logo, "CHAT CHANNEL", and "Skale Chat" with a dropdown arrow.

# SKALE's WhatsApp Solution

The screenshot displays the admin dashboard for SKALE's WhatsApp solution. On the left is a sidebar with navigation options: Home, Templates (selected), Chat History, and Logout. The main content area is titled 'Templates' and includes a '+ Create Template' button, a search bar, and an 'Export CSV' button. Below these is a table listing various templates with columns for ID, Slug, Type, Preview, Lang, and Last Updated. Each row has an 'Edit' button.

ID	Slug	Type	Preview	Lang	Last Updated	
21	text_conversation_ended	Text	Hi {{name}}, since we haven't heard back from you, we will close the chat for now. Feel free to let me know if you have any questions, I'd be glad to help 😊	English		
22	text_unrecognized_messages	Text	Oops, sorry we did not manage to understand your question. I'm still learning 🤖. For further questions or enquiries, please feel free to contact us at hello@skale.today	English	04/09/2022 05:52pm	Edit
23	reply_options_onboarding	Button Reply	Or, select based on the following:	English	04/09/2022 05:52pm	Edit
24	answer_to_user_participant_outlet	Text	Please refer to this {{directory_url}} for list of participating outlets.	English	31/08/2022 01:10pm	Edit
25	answer_to_user_announcement_date_of_winners	Text	Winners are announced on a monthly basis	English	31/08/2022 01:10pm	Edit
26	answer_to_user_faq	Text	Please refer to this link {{faq_link}}.	English	31/08/2022 01:10pm	Edit

Customize every WhatsApp Workflow from SKALE's Dashboard

# Create WhatsApp Chat Templates Easily

< SKALE Enterprise Solutions

- Home
- Chat Templates
- Chat Workflows
- Follow up Scheduler
- Chat History
- Variables

## Chat Templates / Edit

Overview of all messages templates details

Setup

Customise

Template: default\_fallback | Status: Draft

English (US) ✓

Chinese (Simplified) ✕

### Header (optional)

Lower case and underscores only. Max 60 characters

Media / Text / Document ▾



Choose File

### Message Body (optional)

Content 1024 characters

**B** / U / *I*

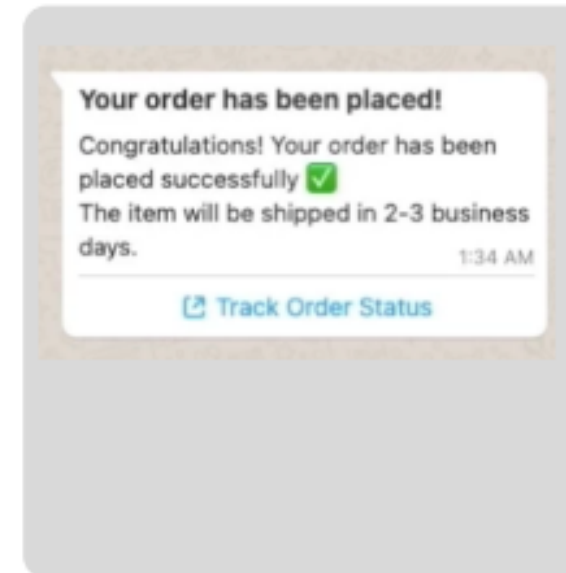
Name Mobile Email

Add New Variables

### Message Footer (optional)

Small text below

### Preview



# Customize and Manage your **WhatsApp Channel**

The screenshot displays the 'Channel Settings' page for a WhatsApp channel. The interface includes a sidebar on the left with navigation options: 'itions', 'Chat Templates', 'Chat Workflows', 'Follow up Scheduler', 'Chat History', and 'Variables'. The main content area is titled 'Channel Settings' and 'Account integration settings'. It features several input fields and a 'Save' button at the bottom right.

**GrowthDesk**  
Integrated Chat System

itions

Chat Templates

Chat Workflows

Follow up Scheduler


Chat History

Variables

**Channel Settings**  
Account integration settings

**Company Name**  
Skale Chat

**Whatsapp Profile Name**  
Skale Chat

**Whatsapp Profile Picture**  
Choose Image 

**Whatsapp Phone Number**  
+65 9123 1234

**Whatsapp Bio (optional)**  
SKALE makes it extremely simple for you to get more in-store shoppers, identify loyal customers and measure in-store data with zero POS integration.

**Whatsapp Email (optional)**  
hello@skale.today

**Whatsapp Website (optional)**  
https://skale.today

**Whatsapp Address (optional)**  
52 Club Street

Save

# Design Every **Workflow** Easily



SKALE Enterprise Solutions

- Home
- Chat Templates
- Chat Workflows
- Follow up Scheduler
- Chat History
- Variables



## Chat Workflows / Create

Overview of all mesesage templates details

### Name

Internal reference of what this chat workflow is about

### Keyword Triggers

How does this workflow get triggered

### Workflow Nodes

Link up templates with conditions or create one [here](#)  
Only unique templates are allowed

Next node in the index will be triggered if the action is not triggering a template

	Node		User Action Triggers	
1	Template	init_1	None	X
2	Template	init_2	None	X
3	Template	init_3_name	Save Input to Variable	Name (System) X
4	Template	init_4_email	Save Input to Variable	Email (System) X
5	Template	init_5	None	X
6	Template	init_6	None	X



# SKALE's WhatsApp Solution

Chat History / Chat History / 6590078132  
Logs of all chats and statistical usage

**User Profile**

**Elyse 15 Sept**

Mobile Email

Workflows: 21  
Last User Interaction: 15/09/2022 01:44pm

**Flow History**

Default	08/09/2022 08:49am
Initial Unrecognized Message	08/09/2022 08:50am
Questions relating to Vouch...	08/09/2022 08:51am
Upload Receipt	08/09/2022 08:52am
Questions relating to Vouch...	08/09/2022 08:55am
Default	12/09/2022 10:44pm
Questions relating to Partici...	12/09/2022 10:48pm
Questions relating to Vouch...	12/09/2022 10:48pm

**Custom Variables**

uploaded... onboarde... name last\_uploa... email

01:44 PM

Hi there! Thanks for participating! Just a few quick questions so that you will be in the running for RM50k worth of F&B Vouchers.

What is the name of the restaurant?

01:44 PM

U tea

01:44 PM

Rm23.80

01:44 PM

What is the amount spent?

01:44 PM

Hooray!!! You are one step closer to winning exciting

Track every conversation from SKALE's Dashboard

skale

# Experience our Marketing Platform today!

[BOOK A DEMO](#)

or email us at [hello@skale.today](mailto:hello@skale.today)