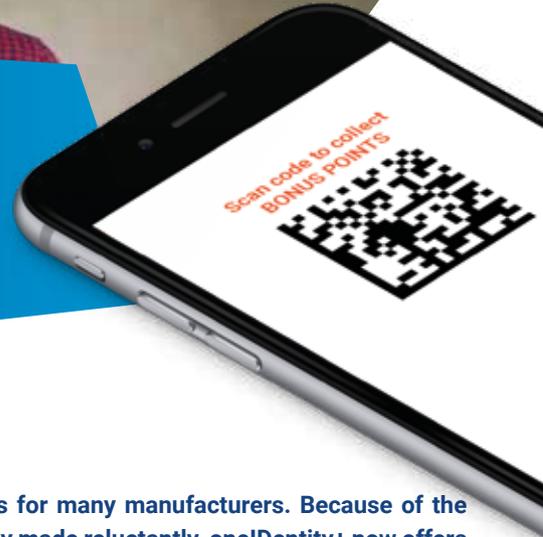# oneIDentity+
# Bonus points for customer loyalty

Serialized labelled products not only enable authenticity checks and initialize various track & trace scenarios, they are also a perfect basis for bonus systems and the incentivization via non-monetary bonuses.

**The protection against product piracy and additional track & trace efforts are challenges for many manufacturers. Because of the process adjustments necessary for the serialization, the required investments are often only made reluctantly. oneIDentity+ now offers manufacturers a further incentive for the unique labelling of their products with a serialized code: A bonus system which was mutually developed with the IPO PrämienService GmbH, available for all manufacturers and sectors to increase customer loyalty. True to the motto "create desires, motivate and increase loyalty to the brand".**

> *The brands of the vehicle manufacturers are an important pillar of the free repair market. The use of "real" original spare parts is crucial for the consumers' confidence in quality and safety of workshop services. For this reason, product and brand protection are important issues for our members.*
>
> *Workshops in particular have a special role in selecting the correct spare parts. CLEPA welcomes the bonus system developed by oneIDentity+ and IPO Prämien-Service GmbH to check the authenticity of spare parts. As a result, workshops and end users can check the authenticity of a spare part anytime and are even rewarded for doing so. This promotes the brand awareness and delivers data to the part manufacturers regarding the use of the parts.*
>
> *All in all an innovative idea, from which manufacturers, commerce, workshops and end customers benefit equally.*
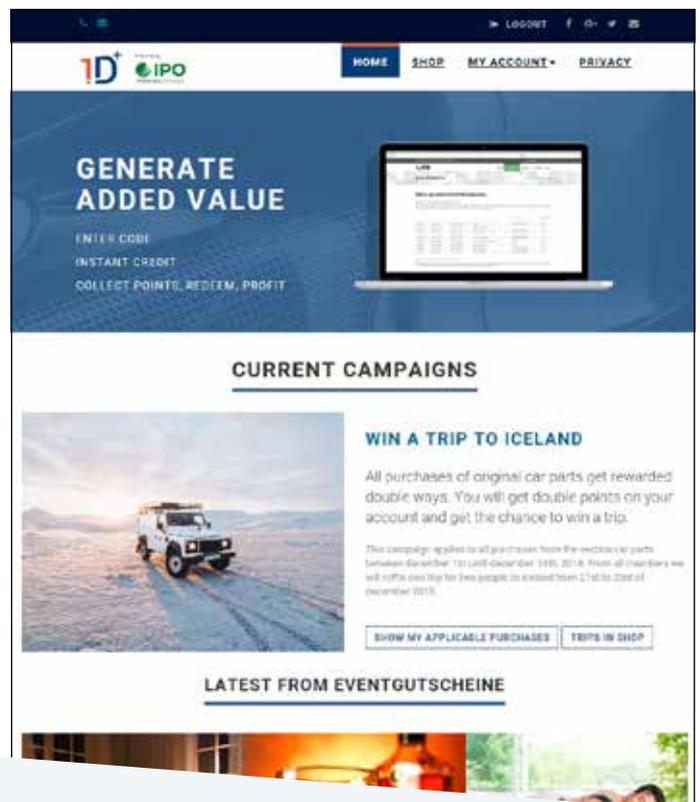
**Frank Schlehuber**
Senior Adviser Aftermarket
CLEPA

## Added value through serialization

Do you also want to increase the counterfeit protection of your products, enhance your customer loyalty, emphasize your brands value and benefit from better traceability of your products?

**We will gladly inform you about the new bonus system!**

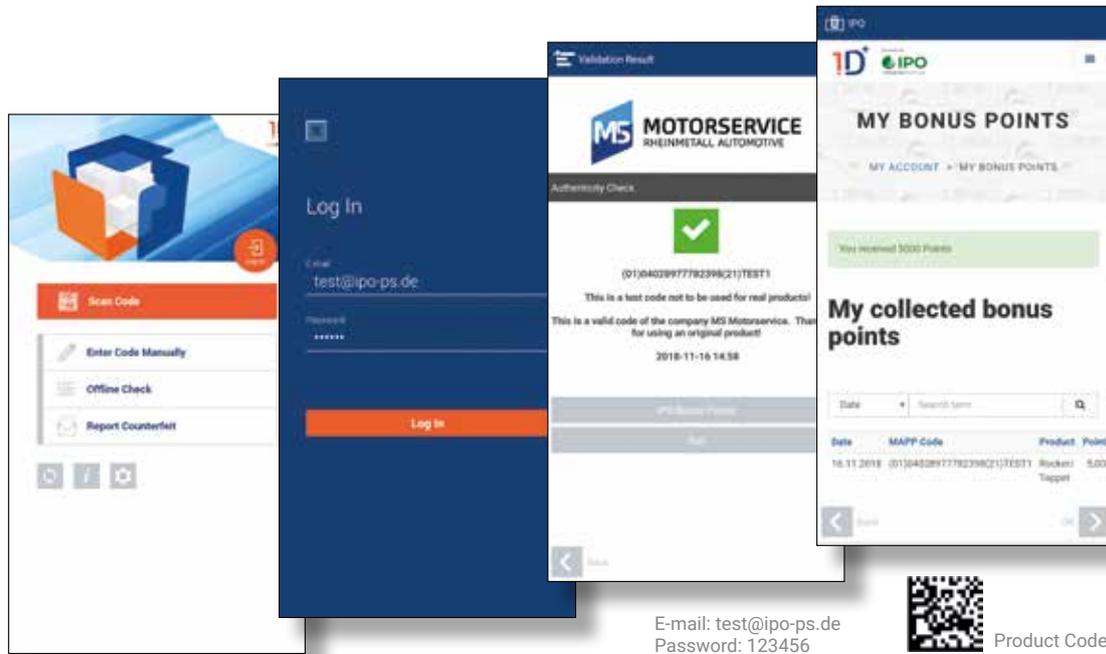Customer Loyalty    Serialization

# Beyond Authenticity Check    Bonus system

Sales Promotion    Brand Awareness

oneIDentity+

# The bonus system by oneIDentity+ and the IPO PrämienServices GmbH:

E-mail: test@ipo-ps.de
Password: 123456

Product Code

## How does the bonus system work?

By using the **oneIDentity+ app**, the end customer or workshop employee scans the serialized two-dimensional code containing the GTIN and the serial number on the spare part or packaging.

With the help of the unique code the user not only verifies the genuineness, but also has the option to add the bonus points, which have been assigned to the product by the manufacturer, to his account after a successful login. The just received and previously collected bonus points are displayed directly inside the app. All this in the bonus shop of the respective manufacturer with a unique corporate identity. By using the shop function the user can redeem his bonus points for high-quality non-monetary bonuses.

**Try it out with the oneIDentity+ POC App!**
Use the QR code below for installation, start the app, log in and scan the product code above.

## Why the partnership with IPO?

The IPO **PrämienServices GmbH** is a full-service provider in the area of customer loyalty programs with over 35 years of experience and over 6.000 bonuses from 600 suppliers.

Additionally, the IPO PrämienServices GmbH offers a complete service in the acquisition of bonuses: From research and purchase of bonuses, to storage, placing items in the web shop, shipping, after-sales services, to warranty processing and conditions of participation.

## Your advantages

The bonus system developed by **oneIDentity+** and **IPO Prämien-Services** offers many advantages: Workshops and end customers are incentivized to check the authenticity of products and the part manufacturers benefit from increased sales, information retrieval and higher customer loyalty.

**For more information visit our homepage www.one-identity-plus.com or just call us!**

### What makes oneIDentity+ GmbH special?

We offer flexible, mobile services based on worldwide valid standards for the challenges around product protection and Track & Trace in Industry 4.0 and IoT. As a subsidiary company of TecAlliance GmbH and solution partner of GS1 Germany, oneIDentity+ GmbH is your neutral and reliable partner for your digital business.

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