



WHY YOU SHOULD CHOOSE **LuckyCX INTELLIGENT PACKAGING TECHNOLOGY**

LUCKYCX INTELLIGENT PACKAGING TECHNOLOGY

LuckyCX™ is the only app-less intelligent Software-as-a-Service (SaaS) packaging technology product in the world, that combines AI rule-based, geo-demographically segmented, multilingual, multimedia content delivery, with easy-to-use, self-service, real-time, feedback analysis and business intelligence.

Powered by artificial intelligence, analytics, big data, deep learning, and text mining, LuckyCX™ enables you to ① Understand your customers better ② Make faster, more informed decisions ③ Curate extraordinary interactions with them. Every time.

This is what makes LuckyCX™ Intelligent Packaging Technology so uniquely suited for your business.

Your packaging is the first physical interaction point with customers. During purchase, as well as before and after consumption. Their experience with you begins here. That's why we decided to combine LuckyCX™ technology with packaging, because we believe packaging is your most valuable real estate.

With one nod from you, we'll transform your packaging into a massive competitive advantage. We'll connect it through magical 2D codes to LuckyCXpert®, the most intelligent and powerful app-less content delivery engine in the world, and the LuckyCX™ Pro business intelligence platform.

SEE FOR YOURSELF

Experience LuckyCXpert® exactly as your customers will. The multimedia content you serve to your customers, and the languages you serve it in, are totally in your control. Limited only by your ingenuity. There is no App to download. And no tricks!

Try it now. Use your mobile phone to scan the Magic Code on this page. A short video will play on your phone.

Then scan the Magic Code again. This time LuckyCXpert®, will recognize you as a returning customer and play a different video on your mobile phone, based on the rules we've set up.



BRASS TACKS

If you want to move your customer experiences to the next level, and are looking for the right technology, start by taking a very serious look at LuckyCX™ Intelligent Packaging Technology.

We'll even help you to do a no-obligation, head-to-head comparison with any other product that you may be considering, if you share the details with us.

19 REASONS WHY YOU CAN'T IGNORE LUCKYCX™

- 1 We deliver the world's best intelligent packaging technology, to help you curate sensational experiences for your customers.
- 2 Now you can communicate directly with end customers when they're listening. In their language. Automatically. Educate, reassure, and engage them directly.
- 3 Measurably improve your customers' overall experience and engagement with 'live' events and concerts, brand launches, virtual tours, streaming videos and music, promos, recipes, tips, games, loyalty programs, augmented and virtual reality, ads, and product info.
- 4 Real-time feedback analysis. Not just vanilla NPS, this is much more. Now there's no need to send obsolete emails or text messages asking for feedback. You'll get authentic and direct customer feedback and much higher response rates.
- 5 Use powerful business intelligence for faster, smarter decision-making. Count on making more informed strategic decisions, with real-time business intelligence powered by artificial intelligence, analytics, big data, deep learning, text mining, and IoT.
- 6 Get on-demand, real-time sentiment analysis. Know precisely what your customers are thinking. Right now. And what the sentiment is on social media in real-time. Plan your campaigns with razor-sharp precision and gain a strong competitive advantage.
- 7 Understand your customers. Find out more about their behavior with extensive trends, graphs, and reports. It's like divine knowledge.
- 8 Download reports in CSV format so that you can gain further insights.
- 9 Uniquely suited for you, whether you are a branded consumer products or services company.
- 10 For the past 14 years, we've honed our technology and expertise. In a complex, multi-lingual, secure, geo-redundant, cross-platform, telecom grade, highly scalable, highly available, services and products environment. This is why we're trusted by some of the region's largest telecom companies – Airtel, Vodafone Idea, and Dialog Axiata.
- 11 There was a time when you were a small company too, so we know you understand that size is not a criterion for calibre or competence. We're just the right size – small enough to offer the personalized commitment and attention of our top management, yet large and resilient enough to be around for a long time.
- 12 We're hungry for your business, so we're flexible and willing to make your every interaction and experience with us memorable and exactly what you want it to be.
- 13 Our goal is to leave you with a smile. Every time.
- 14 Confidently do business with us. You're covered by our unconditional guarantee. If we fail to deliver what we promised, we will refund your money. No excuses. No fine print. No nonsense.

- 15 Get live, life-time, 24 x 7 x 365 worldwide support.
- 16 Our platform is monitored live, around the clock, from our network operations center in New Delhi, by a team of trained engineers, who will instantly react to fix any potential problems.
- 17 We are committed to the ongoing enhancement and improvement of the LUCKY^{CX} Intelligent Packaging Technology platform. This means that new features and functionality will be added at regular intervals. All of these will be automatically made available to you, at no additional charge, as long as your license is valid.
- 18 LUCKY^{CX} is ready now, fully compliant with the physically distanced world today. Everything is done remotely, quickly, from set up to going live in your environment. No need to wait.
- 19 There is no Capex, only flexible annual licensing plans.

EPILOGUE BY SANJIV R MAHAJAN, CHAIRMAN AND CO-FOUNDER LUCKY^{CX}TM

Steve Jobs once said, *"I want to put a ding in the universe."* We want to put a ding in the customer experience technology industry. And turn it on its head.

I remember, back in the mid-1980s, I started selling statistical software. For nearly 15 years I managed the marketing and sales of statistical software around the world, but without exception, it was the statisticians and market researchers who used it. When we talked to business managers, we could see their eyes glaze over! They just couldn't relate to using statistical software! We started calling it data analysis, but that didn't help either. Fast forward to today. Everyone wants analytics, but most business leaders still don't relate to using it themselves. They know its importance but hire analysts and market researchers to make sense of their data.

Look around you, how many business leaders like yourself use R, SAS, SPSS, Tableau, or other analytics software themselves? Hardly any.

This is why, we created Lucky^{CX}TM as an easy-to-use, real-time, self-service technology platform for business leaders, with many easy-to-understand graphs, maps, and reports. All the sophistication, complexity, and power of artificial intelligence, descriptive and advanced statistical analysis, big data, machine learning, neural networks, multi-lingual text mining, NPS, sentiment analysis, emotion analysis, and semantic scoring techniques, that are associated with serious analytics software are hidden under the hood. So that business leaders and managers can start harnessing its powerful capabilities themselves, within minutes.

WHAT'S NEXT?

Don't wait for business conditions to improve. we'll help you find opportunity in adversity and gain traction ahead of your competition. Not convinced? Sign-up for our next free webinar. See what happens when customer experiences and real-time feedback analysis converge. And much more...

CONTACTS

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