The Gamification Software for Channel and Influencers
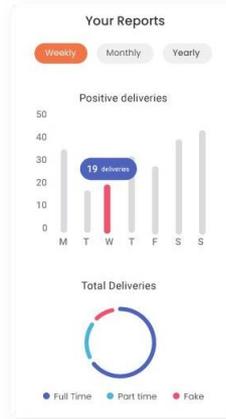
INCENTIVE PROGRAMS ARE BORING AND INEFFICIENT

An inefficient incentive program leads to overspending or loss or ROI

10% Average over spending or loss in ROI in incentive programs.

Complexity of the program, making it hard to deliver effective participation.

Poor analytics makes it hard to measure the effectiveness of the program and do course corrections.

Delayed Gratification results in disengagement of partners

Having a digital incentive program that works improves ROI

Study by **Modeln, Gallup 2017 & HBR 2015

30% Higher sales

21% Higher Profitability

41% Lower absenteeis

59% Lower people churn

One Product to Gamify Rewards and Incentives

Goals & Performance

Integrate with Data Sources

Multiple Users and variables

Setup Incentive Scheme workflows

Gamification

Real Time Scorecards

Game Templates

Gamified Notification

Social feed

Analytics & Insights

Report Dashboard

Schedule & Audit

Program ROI

Predictive Analytics

Payouts & Redemptions

Incentive Audits

One-Click Payments

# INTEGRATE WITH YOUR CRM, ERP OR ANY DATABASE

- Integrates with CRM like Hubspot and Salesforce

- SQL Database and ERP can also be integrated

- User journeys for better rewards and incentives

Reduce data-compilation effort of sales leaders and MIS teams by almost ~95%

Just one click and the Mok is all set to show the way.
Easily integrate with your current DMS/CRM or let the
Mok App cast its magic with your data.

1. Integrate and automate the calculation of
   incentives via multiple data sources.
2. Integrations by Mok reduces the data-
   compilation effort by almost ~95%
3. The tool allows you to define variables which is
   a function of data from multiple data-sources
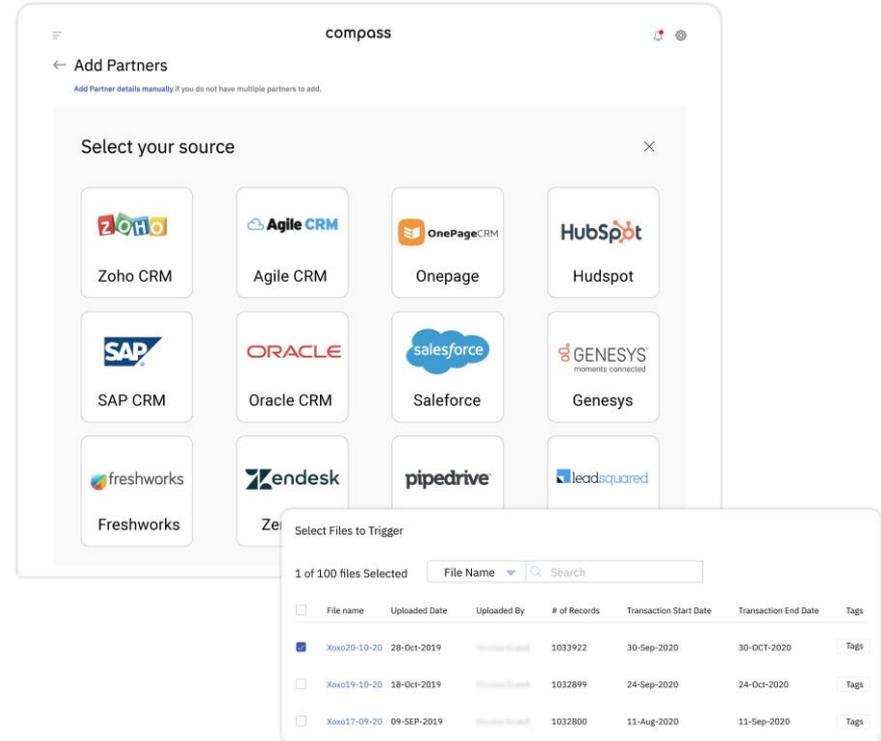
MULTIPLE USERS

Multiple Users on a single platform – Sales Leaders, Sales Managers Distributors, Dealers, Influencers and customers

Using mok you can incentivize your sales team, channel and influencers- on a single platform.

1. All users can be tracked and assigned to their goals on 1 platform
2. Creating user journeys and rewarding them for those actions is as easy as drawing a flowchart

DESIGN WORKFLOW
TO SETUP SCHEMES

Now making incentives is 76% reduction in time

Mok allows you to choose If's, For's functions and variables from multiple integrations to configure and design an incentive scheme. It can be simple or advanced incentive programs basis sales, products, region, season, tenure and more at fingertips.

1. Companies deploy 1 resource every ~200 employees in incentive calculations, scheme roll-outs and its broadcasting. Mok can reduce the efforts by ~85%.

2. Design complete journey from templates for efficient incentives which produce desired results
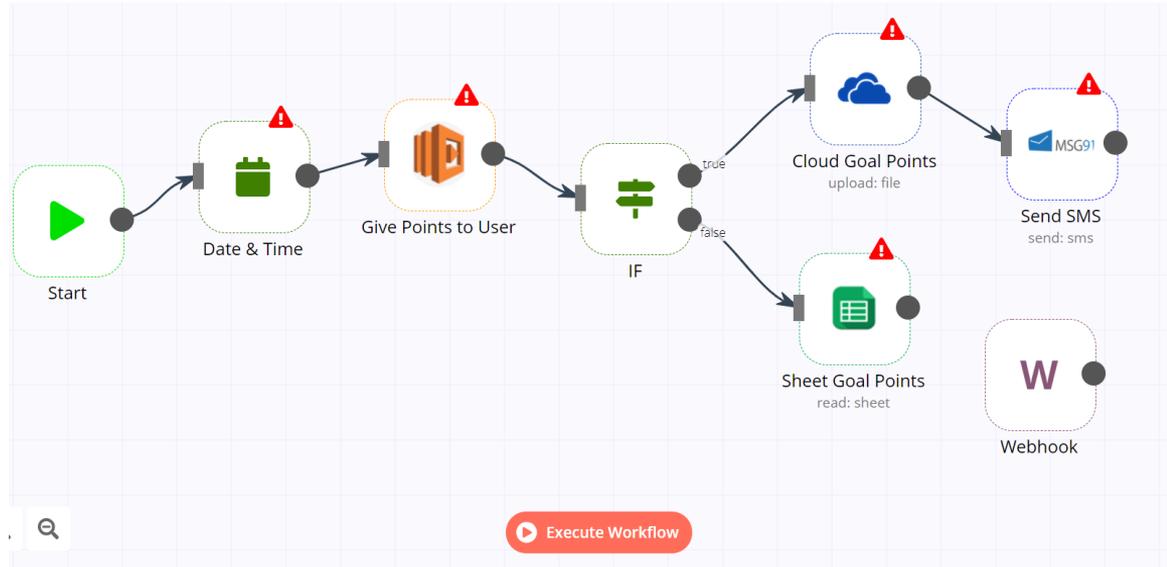
GAMIFICATION

- Real Time Scorecards

- Incentive Templates

- Games and AI based Nudges

- Social Feed to recognize and engage

Lucky Spin

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut.

TAP TO STOP
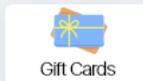
Rewards

Gift Cards

Badges

Stickers

Refer a freind

Referral Bonus
Rs.50

Referral Bonus
Rs.50

Referral Bonus
Rs.50

Scan Receipt

Scan Rewards **Rs.15**	12, Aug 2020
Scan Rewards **Rs.15**	12, Aug 2020
Scan Rewards **Rs.15**	12, Aug 2020
Scan Rewards **Rs.15**	12, Aug 2020
Scan Rewards **Rs.15**	12, Aug 2020
Scan Rewards **Rs.15**	12, Aug 2020
Scan Rewards **Rs.15**	12, Aug 2020
Scan Rewards **Rs.15**	12, Aug 2020

MiniRewardsGame Challenge

100 pts

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam.

Steps to be followed

1 **Step 1**
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy

2 **Step 2**
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy

3 **Step 3**
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy

Want More, Win More

Reduce time-spent by sales team members in calculation of incentives significantly

Real-time, live contest leaderboards and projections gives teams clear visibility into their standings and what they need to do to win. Celebrate wins, big and small, with public recognition keeping your teams motivated. Project it on big screen TVs on the floor for everyone to see the action.

1. According to gartner - the sales team spend ~15% of their overall time in activities related to incentives. Live Scorecards removes all the calculations related activities.

2. The feature additionally help users to simulate their incentive earnings to self-target achievement

GAME TEMPLATES

Reduce the sales fatigue and monotony – Make Incentives fun and engaging

Define micro-achievement game challenges like Race, Counter, Milestone, Bingo involving objectives, milestones, race, and missions making the entire program fun and easy. Spin up challenges, motivate your teams, and reinforce healthy competitive spirit with gamified goals and KPIs.

1. Its believed that 30% of dealers are self-motivated and called as A teams. However rest 70% of the channel (B-teams) require constant push. Game templates encourage the B-teams to achieve small and improve performance.

GAMIfiED
NUDGES

Earning-based gamified nudges encourages team to go an extra-mile

Get real time contextual notifications and nudges which help you effectively complete your targets. These personalized triggers and alerts like company announcements, new product launches, targets vs achieved, schemes, peer discussions, knowledge exchange, payouts etc help you with the right actions at the right time.

Ending soon   **No progress**

3 days left
Delivery Maximiser

17 days left
Lead Generation Race

3 days left
Tickets Closed Bingo

17 days left
Q1 Superstar

SOCIALIZE WITH TEAMS

Bring all sales related communication to one-single-place

Mok app is powered with "Groups & Communication" feature that allows you to seamlessly communicate with users. Companies have used this feature for following reasons -

1. Company-wide announcements, new product launches, document repository, campaign leaderboards etc.
2. Collaborate with teams regionally or with similar passion or designation-groups.
3. The group-settings allows companies to configure the groups as one-way communication group or multi-way.
4. The users can become part of a specific group with auto-user addition.

③ ANALYTICS & INSIGHTS

- Configurable Widgets
- Insights for Team Managers
- Predictive Analytics

CONfiGURABLE WIDGETS

Real-time analytics make the decision-making powerful for Users as well as Admins

Measure what matters with configurable widgets for both admins and end users separately. The feature allows you to pick and choose data-parameters and configure widgets on a real-time basis. Some of the popular widgets are -

1. Admin Widgets - Target Vs Investment, Regional Leaderboards, Team wise performance and more.
2. User Widgets - Earning trends, Team leaderboard, Earning simulator, and more.

INSIGHTS FOR TEAM MANAGERS

Team managers become more insightful with analytics in their fingertips

Team managers across different departments actually drive the business metrics. Mok provides manager-level access to understand team-level performance. Managers can build a personalized incentive program for their specific team members, analyze cross team performances, and draw insights to improve their own team performance. Budgeting allows managers to ask for promotional budgets and motivate their teams.
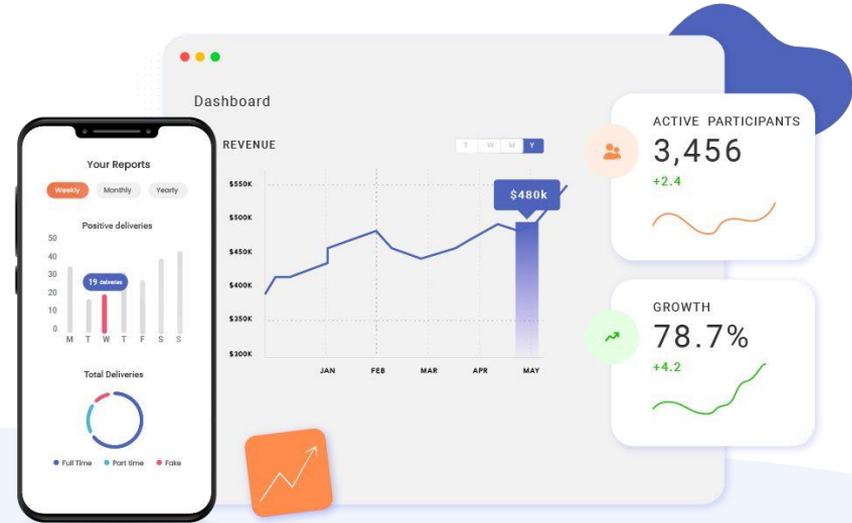
PREDICTIVE ANALYTICS

Product learns the User-capabilities and help designing better incentive programs

Machine learning and AI based business intelligence capabilities that learn from existing campaign data.

1. The product learns from the campaign-data and shows the appetite of the user to perform as per targets.

2. Real-time recommendations and insights to correct existing campaigns, improve future campaigns and bring cost-effectiveness.

3. Improve program ROI and efficiency with every campaign data and machine learning.
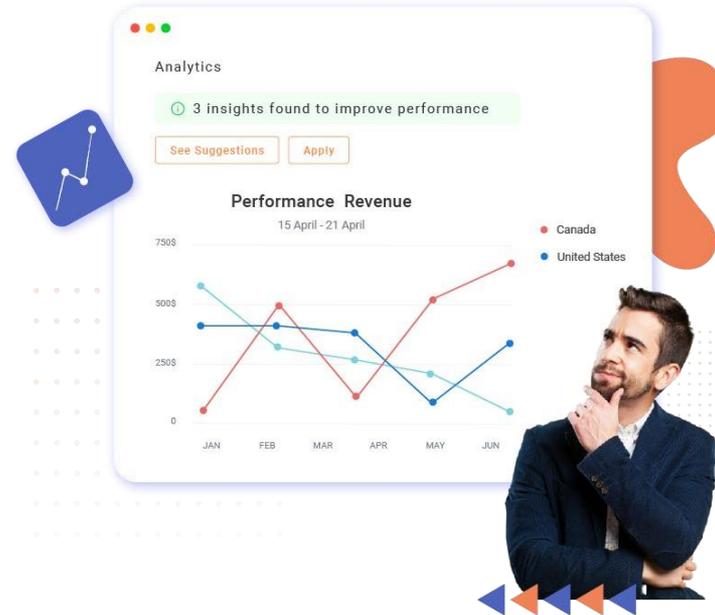
④ PAYOUTS & REDEMPTIONS

- Incentive Audits

- Payments

INCENTIVE AUDIT TRAILS

Automation of incentive payouts make the auditing easy, powerful and efficient

Make your incentive calculations & payouts instantly to build consistent trust and motivation. Remove any manual errors in payout calculations and distribution. Payouts are managed across multiple geographies & currencies seamlessly. See historical reports on these payouts for easy audits and accounting.

Payout History
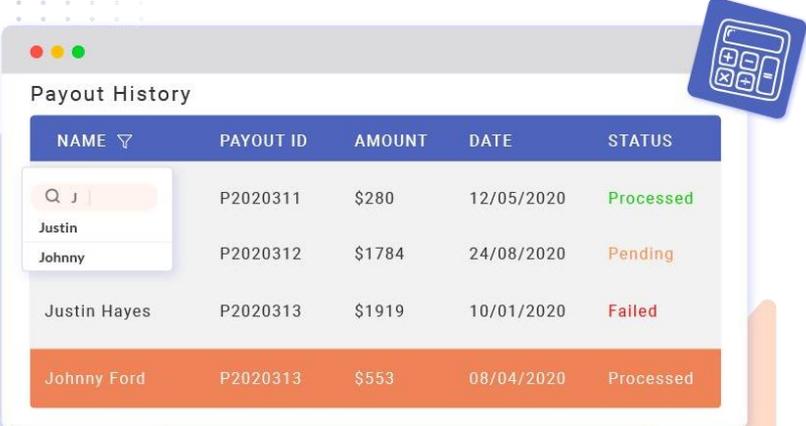
NAME	PAYOUT ID	AMOUNT	DATE	STATUS
Q J	P2020311	$280	12/05/2020	Processed
Justin				
Johnny	P2020312	$1784	24/08/2020	Pending
Justin Hayes	P2020313	$1919	10/01/2020	Failed
Johnny Ford	P2020313	$553	08/04/2020	Processed

Save ~5% on incentive payouts due to manual errors, delays and friction

Mok enables fair, error free and transparent incentive calculations. It takes care of user authentication and all security measures like the GDPR, SOC2 or ISO. Handle geographical payouts in varied formats

1. Bank Transfers
2. Gift Cards
3. Credit Note
4. Self Transfer Files

Select Payment Mode

🏛 Transfer to bank account

| AMERICAN EXPRESS | American Express a/c xxxx3434 |

🎁 Gift Cards

💳 Credit Note

⇄ Self Transfer Files

Payout Details

Total Earning	$10000
Adjustments	$5000
Cash Collected	- $3000
Balance	**$12000**

Make Payment

WE ARE ENTERPRISE READY

100% Microservices architecture

Highly maintainable, testable, independently deployable and organized around business capabilities

Data Encryption

Encryption of data in transit using TLS 1.2 with AES 256 cypher.

Instant Go-live & Smart Engines

Streamline all types of Data Integrations along with multiple login options like SSO, ADFS, SAML. Smart Engines for easy setup

Customer Support

AI-chatbot for end-users to address FAQs and 365 day dedicated on-call and email support. Customer success team for program administrators

Banking grade security

GDPR, ISO and SOC2 compliant

Hybrid Deployment

Built on the combinative high grounds of poly-cloud deployment

*App Blogs & Marketplace

Lets the external world to innovate and host new ideas for our clients to consume and succeed
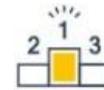
Gamification & AI In-Built

User & System generated data can be used to design gamification unique to client business environment & function

WHY INCENTIVE GAMIfiCATION?

Save time on launching schemes

Live Updates & Scorecards makes target achievement fun

Reduce manual and operational errors

Simulations on earning opportunities

Measure program effectiveness on-the-go

Makes your CRM/DMS/Data systems more powerful

Easy audits, on-time payouts and more

Build trust & transparency between the team and brand

Key Highlights

~87%
Adoption of Product within 6 weeks to launch

~13%
Sales/KPI Improvement in 2 quarters for active users

~95%
Reduction in incentive-led user-issues

2 Times
A User Logs-in to App everyday on an average of 52 seconds

~80%
Reduction in Man-hours Sales, MIS & Finance team

We would love to work with