

CashStar Assist

Better Customer Service with Branded Currency

Customers learn a lot about a brand through the service experience it provides. Using gift cards for merchandise returns, warranty claims, trade-in programs, remediation and appeasement deepens engagement, improves satisfaction and offers a better customer experience. CashStar Assist supports the use of branded currency for customer service and tailors it to fit your organization's needs.

Support Across All Service Scenarios

The flexibility and utility of CashStar Assist provides merchants with a secure, trackable means for issuing gift cards to consumers in any scenario where providing monetary value is warranted.

Modern Gift Card Features Adapted for Customer Service Teams

Delivers all the gift card customization, security, program controls and bulk distribution capabilities that make the CashStar platform great, combined with order management and workflow tools to make it easy for service teams.

Flexible Configurations and Ordering Options

Like all our solutions, CashStar Assist is highly flexible and can be tailored to your business processes with configurable data fields, message templates, user roles and approval flows. Orders can be placed by service team members using the web interface or through existing service systems via API.

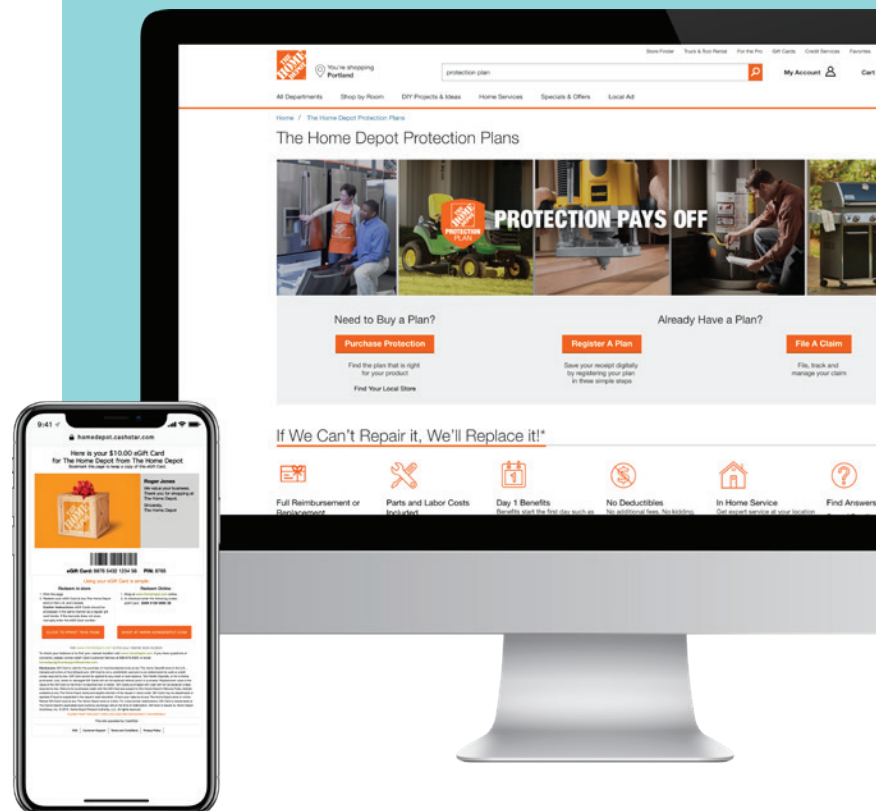
Positive, Engaging Recipient Experience

Consumers enjoy the familiar and favorable experience of receiving and redeeming a gift card. Merchants benefit from the upspend and opportunity to deepen the relationship during a return visit.



Why CashStar Assist?

- An effective approach to remediation for brands and customers
- Empower your service team
- Deploy templates to streamline processes
- Use one platform for all your prepaid needs



Sophisticated Monitoring and Security

Minimizes the risk of fraud and overuse through advanced system security and by monitoring the usage patterns of both recipients and service professionals.

CashStar Assist Features & Capabilities

CashStar Assist has the most expansive feature set available, and CashStar continues to make significant investments to constantly deliver innovative new features through our agile development process. The solution offers:

Gift Card Application for Customer Care

- Enable service professionals to send digital and physical gift cards to customers
- Branded, configurable UI for single and batch orders; integration with existing customer care systems via API
- Custom fields and templates with messaging for ease of use, tracking and reporting
- Configurable user roles with approval thresholds for control and oversight
- Reporting with real-time visibility into activity by user, reason and customer

Warranty Claims

- Fulfill product replacement warranty claims using your branded currency
- Issue gift cards for replacement value through the CashStar Assist UI / API
- Lock in spend on replacement products
- Tie gift cards to specific claims; track and report on usage and program results
- Leverage CashStar's existing integration with major warranty service providers

Merchandise Returns and Price Matches

- Issue credits for returns and price match programs using your branded currency
- Load and activate gift cards through the CashStar Assist application or directly from within your systems using the API
- Tie gift cards to categories, reason codes, stores, etc. using configurable fields
- Track and report on usage and program results

Customer Service Remediation

- Enable professionals across your organization to use gift cards to remediate service issues using your branded currency
- Make good on ecommerce, in-store, loyalty, promotion, product and service mishaps
- Provide reps with direct access to the application or integrate capability into your existing CRM/ service solution using the API
- Create and deploy messaging templates for efficient, contextual responses
- Set role value thresholds and approval hierarchies for monitoring and control

Reporting and Analysis

- Create and view reports for visibility into gift card use in service programs
- See remediation history for a customer before a new card is created
- Monitor user activity, track reason codes and report on configurable fields
- Export results and data to excel for further analysis



To learn more, contact CashStar Sales at: sales@cashstar.com or 207-549-2200