



Buddy App Features

Sign Up

The sign-up feature allows Buddy to register a user in the Buddy database. All data is stored against GDPR standards. We use AWS.

Name

Surname

Cell - OTP verified

DOB - Age

Email

Gender

Location - Town, Suburb

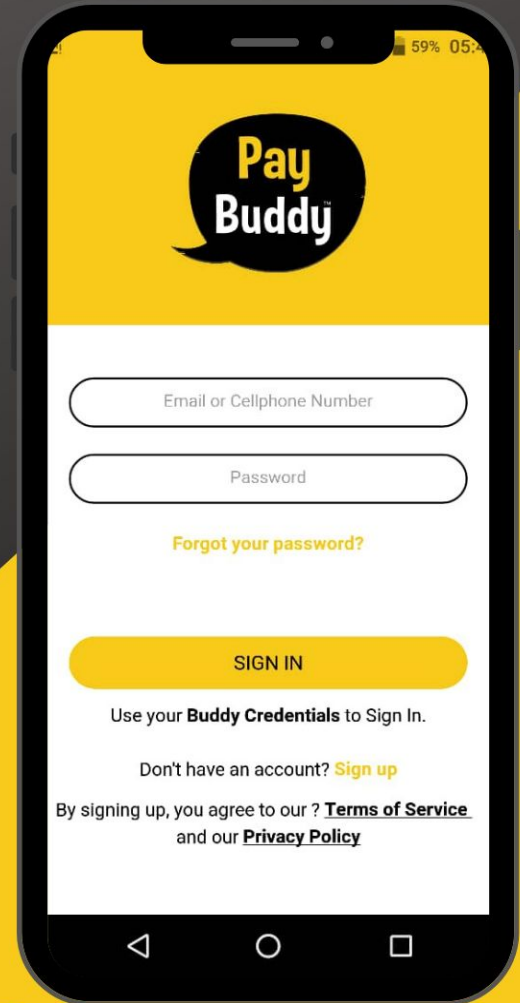
Optional add on (Wallet application) (FIA) Custom form

ID number

ID document

Payslip document

Marriage Certificate

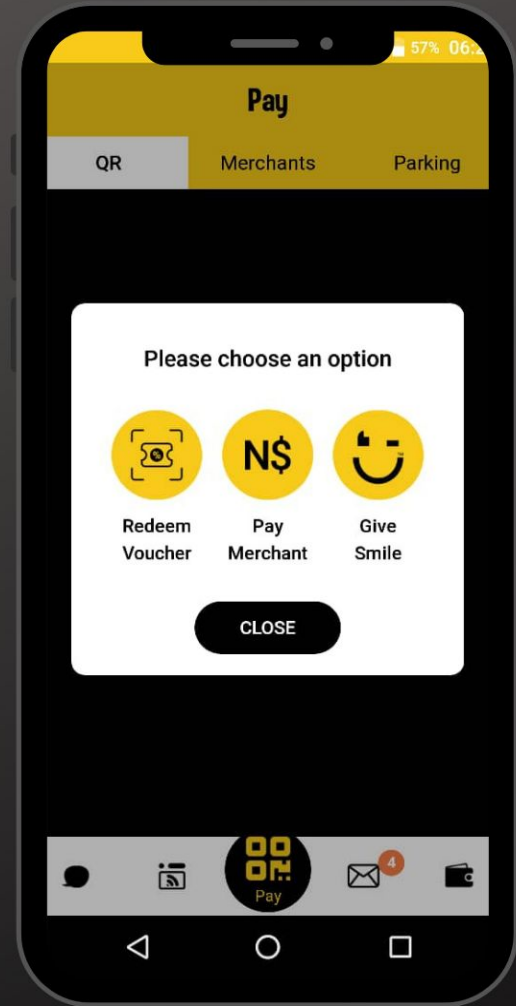


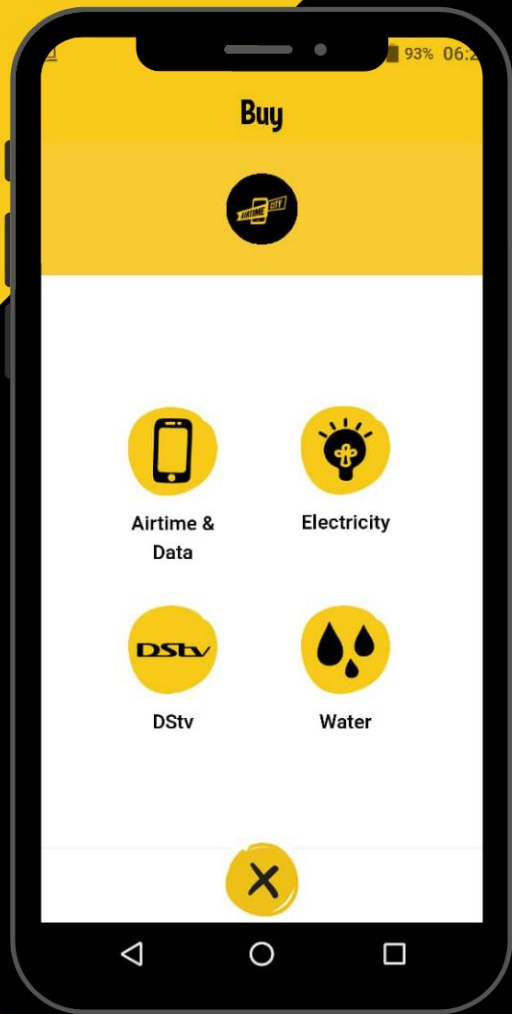


Scan (Uses the device camera)

The Scan feature allows an app or web user to trigger the camera and scan a barcode or QR code which directs the user to a specific page, URL or function.

Scan QR or Barcode
Camera Feature
Link to Web Link
Link to App Page
Link to Payment
Link to Sign In





Buy (Value added Services)

The Buy feature allows an app or web user to buy VAS services within the app and checkout.

Airtime

DSTV Payments

Utilities (Water & Electricity)

Bill Payments (Insurers, Municipalities etc.)



Checkout

The Checkout feature allows a user to checkout and pay for certain products, services or experiences in the app via multiple options at a set fee, as per below:

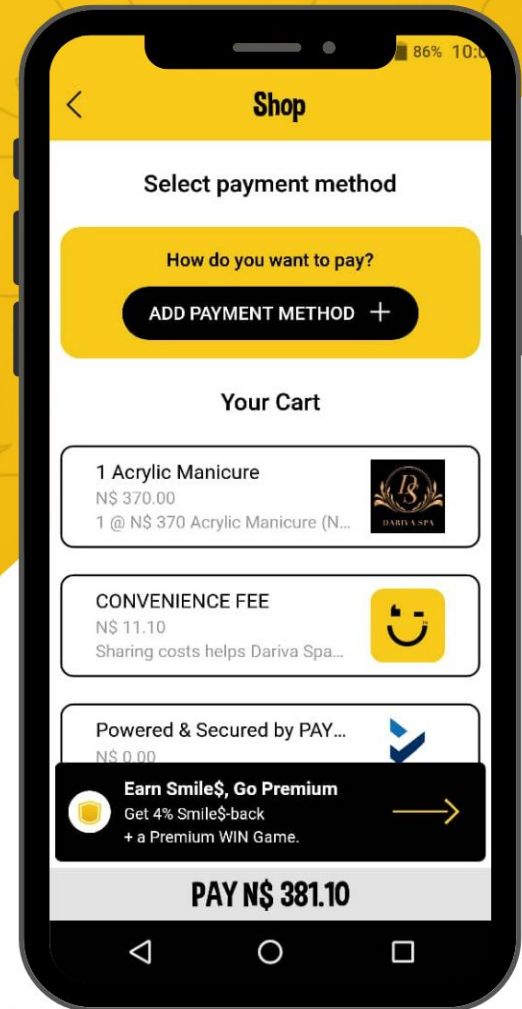
Card, Debit, Credit, Hybrid, Visa or MasterCard

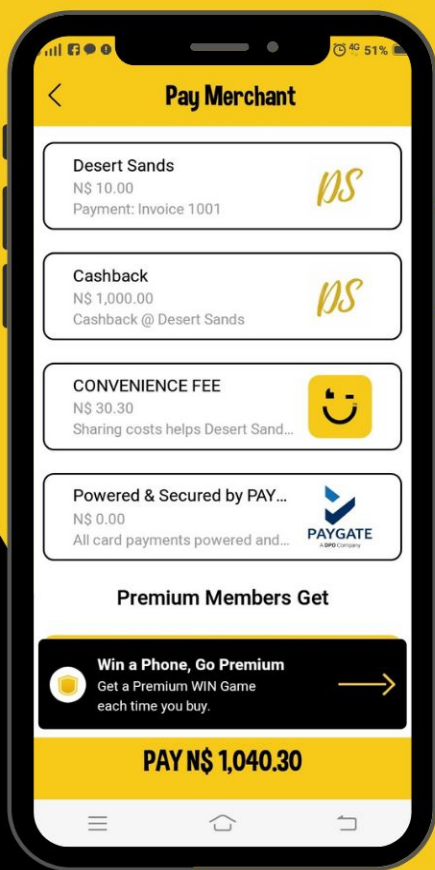
Smile\$ (Loyalty Wallet)

Business Smile\$ (Business specific Loyalty Wallet)

Voucher

Cash Vouchers





Cashback

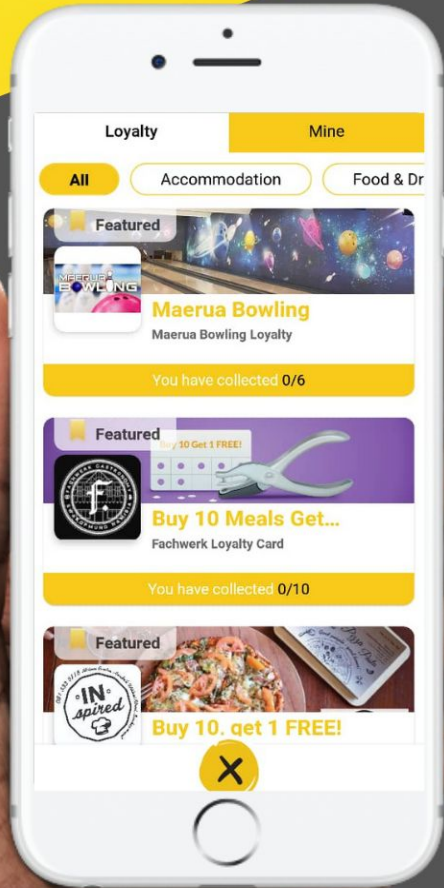
Allows customers to withdraw cash from your business.

Save on cash deposit & handling fees.

When your customers make a payment with you, they are able to request a cash withdrawal.

Select the cashback option, add the amount the customer would like in cash, and continue to checkout.





Loyalty

The Loyalty Feature allows app & web users to collect loyalty badges set against a virtual loyalty card.

Once a set number of loyalty badges are collected, a set digital voucher is assigned to the user.

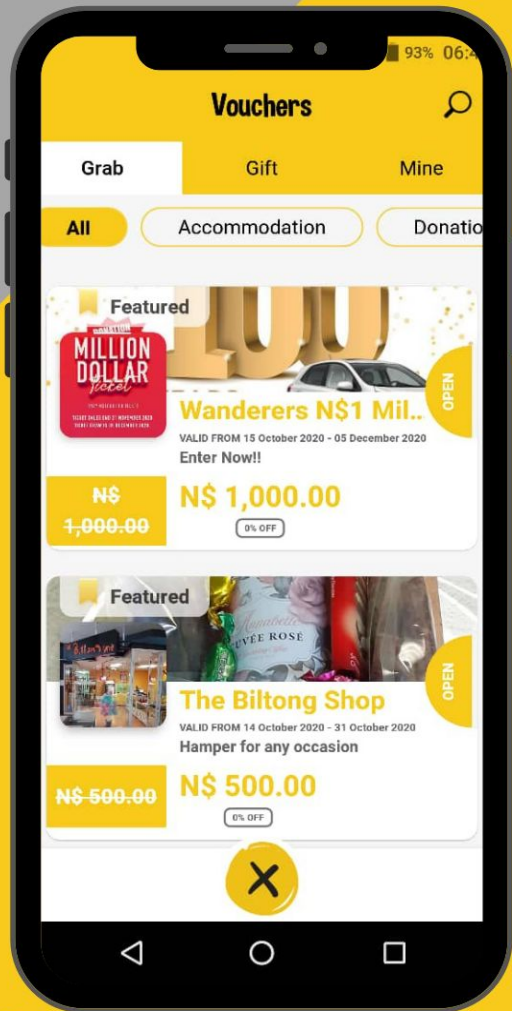
The user can use the digital voucher as payment. Users can access multiple loyalty cards in an app. Loyalty cards can be matched against user profiles - such as age, gender, location & user tags.

Win

The Win feature allows a user to access an instant WIN Game via the Buddy app as a digital scratch & win or spin & win game.

Users can win Smile\$ loyalty points or digital vouchers (prizes) which are managed and setup under the WIN section. Users need to match 3 to win.





Grab Vouchers

The Grab Voucher feature allows a user to grab a digital voucher (coupon or deal) with a set value (price) or set against no value (coupon) and redeem this @ the Buddy Merchant via the Pay feature in the app .

Once a voucher is grabbed with a set value the user is directed to checkout.

A business is notified via the notification channels (SMS, email, chat , print) when voucher is redeemed.

A grab voucher's visibility can be set against a users profile or tags.

Gift Vouchers

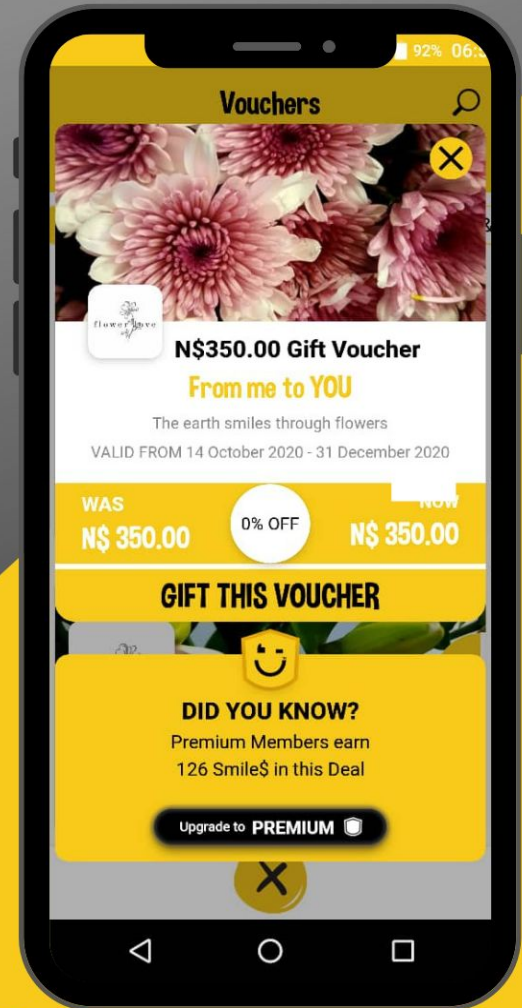
The Gift Voucher feature allows an app or web user to grab and gift a voucher to another individual using his/her cell phone number as the unique identifier and means of communication.

Non Buddy Members are sent an SMS with a unique voucher token plus a voucher link and message.

If the user is an existing Buddy Member his/her voucher will be available in his/her Buddy app.

The system will send the app user a chat message instead of an SMS.

If a Non Buddy Member signs up, the voucher will also be available on his Buddy app.

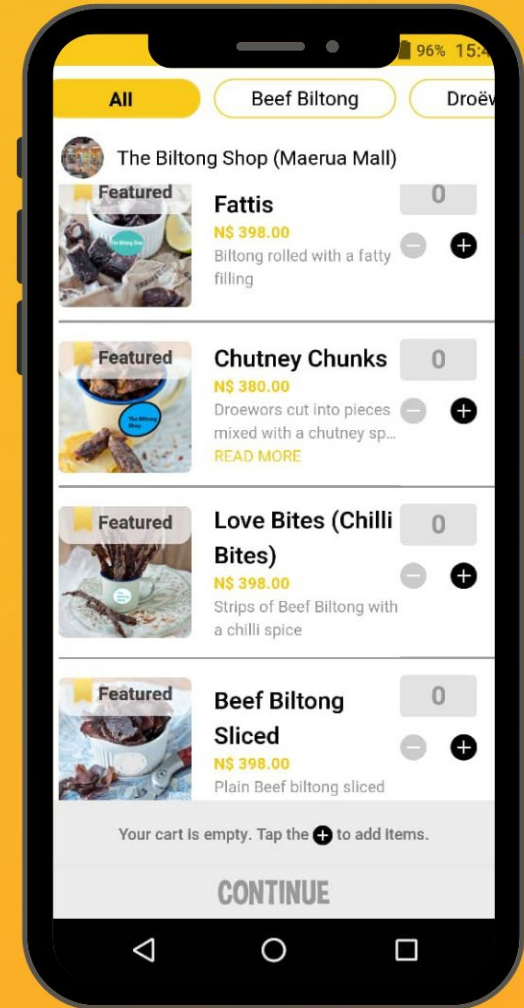
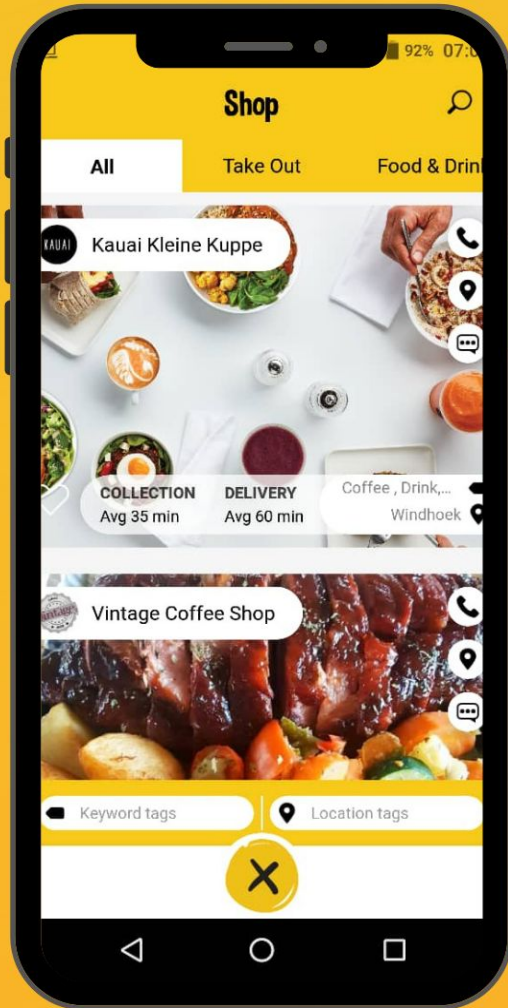


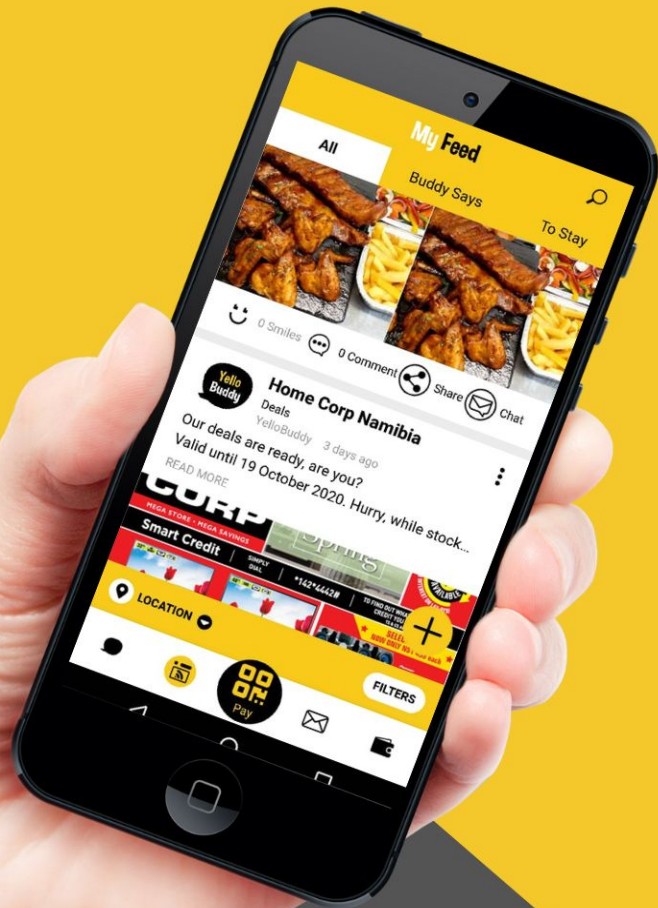
Shop

The Shop feature allows app users to shop at participating Buddy Merchants via a Buddy app.

Users can **order their products or services** in the app's online shop and have their order delivered to their set address (home, business) OR they may collect their order from the Merchant.

Shops are categorised according to their products and services. Within each shop, **products are featured and available** via the business's shopping categories.





Feed

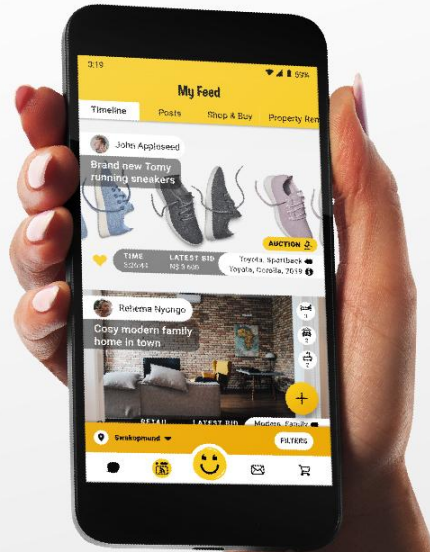
The feed feature allows an app or web user to connect to content in the form of a business or user post, similar to that of facebook.

Posts can be a mix of images, text and video. A post can be smiled (liked), shared and users can leave comments on posts. Business posts allow a user to connect to the business via a chat option. Posts are filtered against categories. Category visibility can be set against a users profile and tag.

I want it



I got it



**SHOP FOR IT IN THE NEW
BUDDY MARKETPLACE!**

Download PayBuddy &
Add Smile\$ To Your Day!

GET IT ON
Google Play

Download on the
App Store



**+ GO PREMIUM & GET
UNLIMITED FREE LISTINGS!**

MarketPlace

The MarketPlace feature allows an app user or business to list a classified listing under a specific category (Buy&Sell, Properties, Agriculture or Cars).

In addition a listing can be set to a raffle or auction listing.

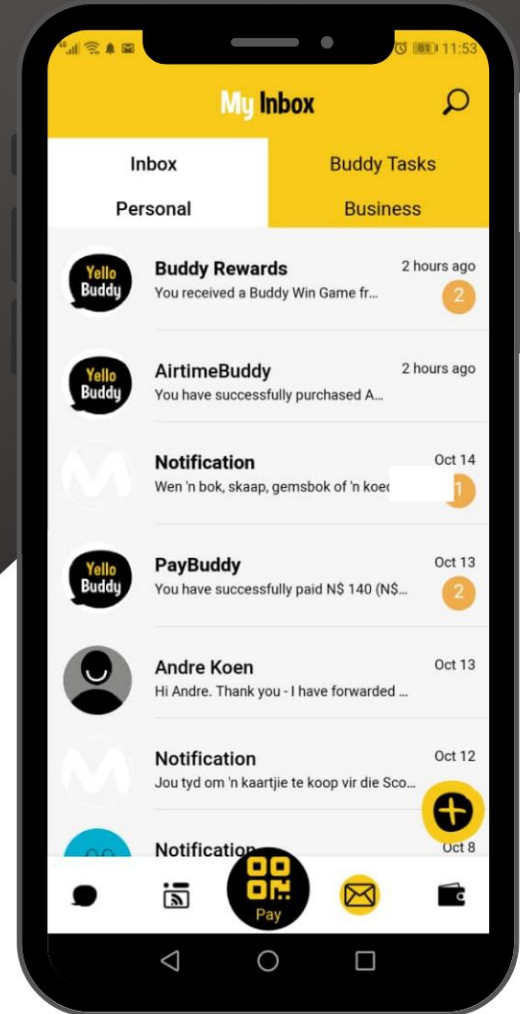
Inbox

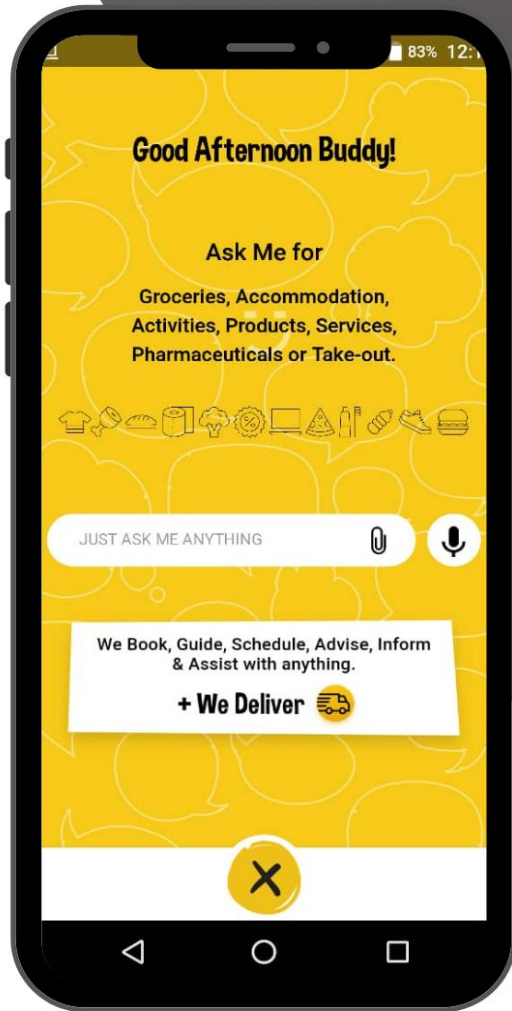
The Inbox feature is a chat inbox accessible to users on the buddy app.

Users can send a chat to Buddy or a specific business.

Users receive notifications, tokens, vouchers & special offers via chat notification/broadcasts in the inbox.

Users can also access a group chat from the inbox.





Buddy Chat

The Buddy Chat feature allows users to chat to a virtual travel & trade assistant via the Buddy app.

Users can ask for assistance or advice via text or voice note.

Group Chat, as well as Business Broadcasts, are available via the Business Hub for Merchants.

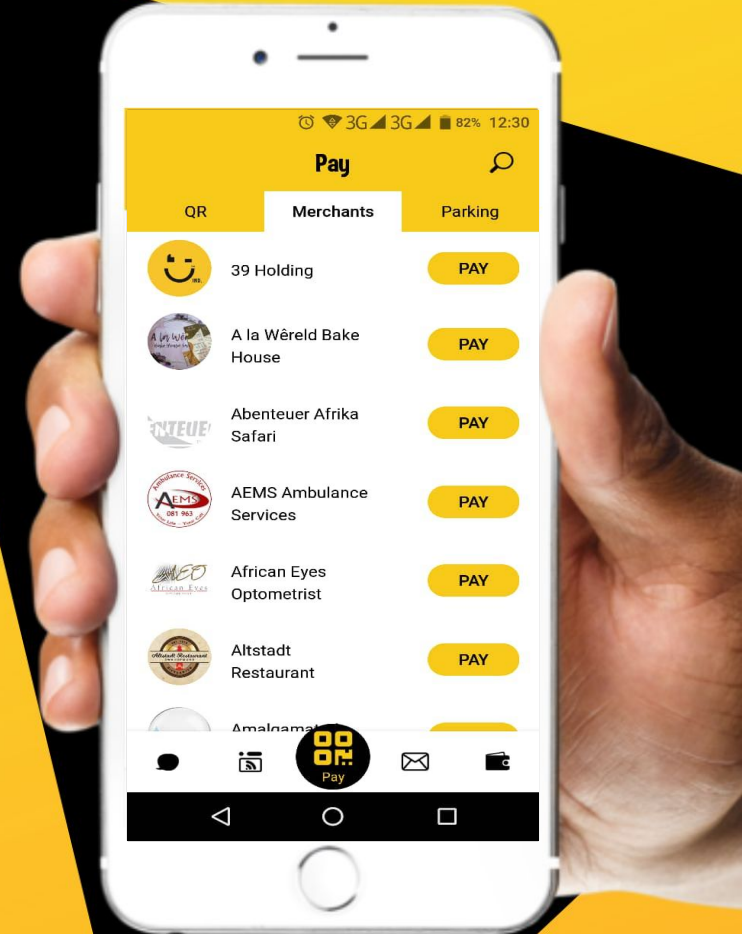
This allows for a more interconnected communication between groups, employees, customer segments and notifications.

Pay

The Pay feature allows a user redeem a voucher, pay for parking, or pay a Merchant / Business.

This is done by scanning a QR code or searching for a specific Business Merchant via the app, then selecting the Pay option.

Payments can be made by Card , Wallet , Smile\$ or Voucher Payment.



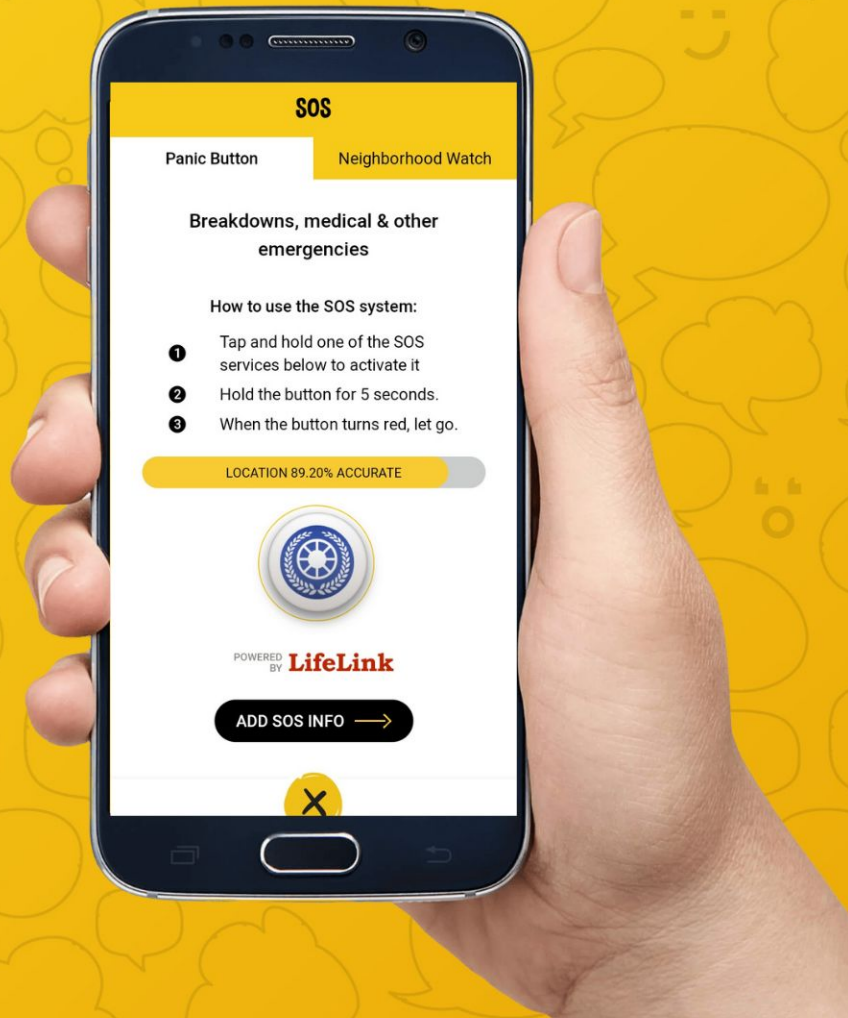
SOS

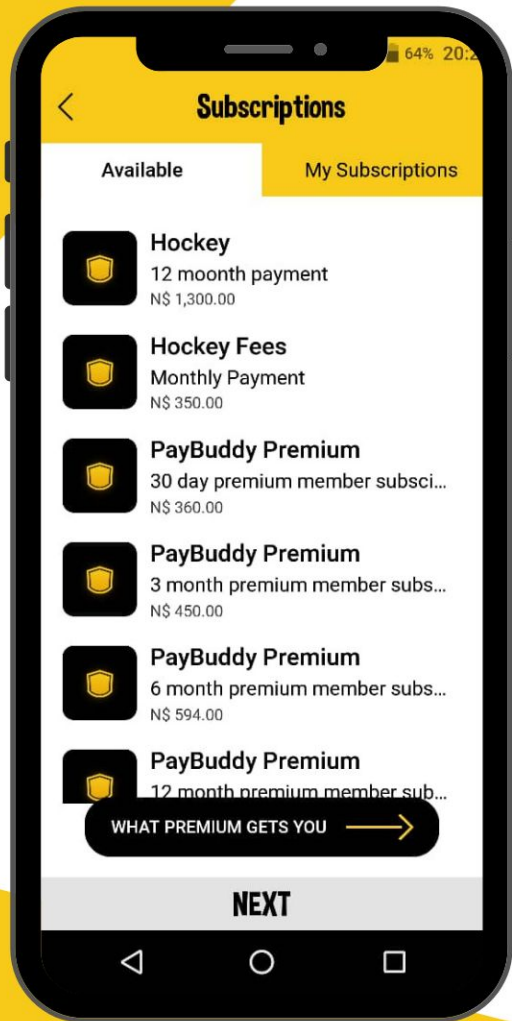
This feature allows an app user to trigger an SOS alert via a Buddy app.

The SOS alert maps the user's exact GPS location. This location, along with the user's personal & medical information, is sent to the Buddy 24/7 Emergency Assist Centre (powered by LifeLink Emergency Services).

The SOS feature can be customized to match any SOS or panic services such as Neighborhood Watch, G4S and others.

A custom SOS feature can also be linked to a subscription, run and managed from the app.





Subscriptions

The subscription feature allows an app user to connect & or disconnect a business subscription via the app.

The subscription runs against a set interval, managed by the business.

Users can select the subscription option they prefer and pay via card, wallet or Smile\$.

The subscription feature allows for a business to set tags (such as active and inactive) to easily manage memberships.

User Tags

The User Tag feature allows a user to be tagged by a business with a specific User Tag.

User Tags are split into 3 categories :

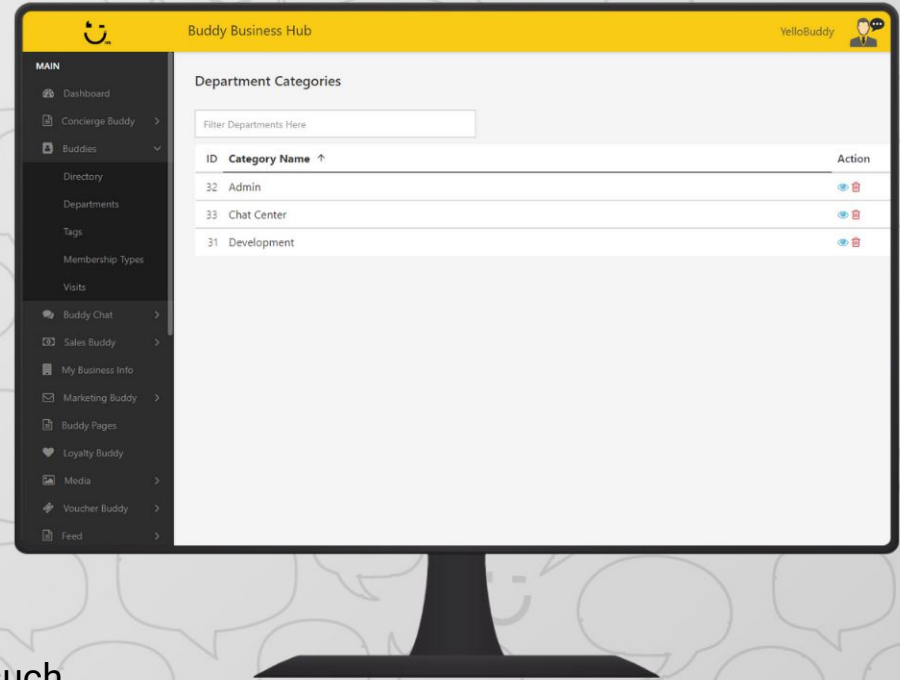
Department Tags

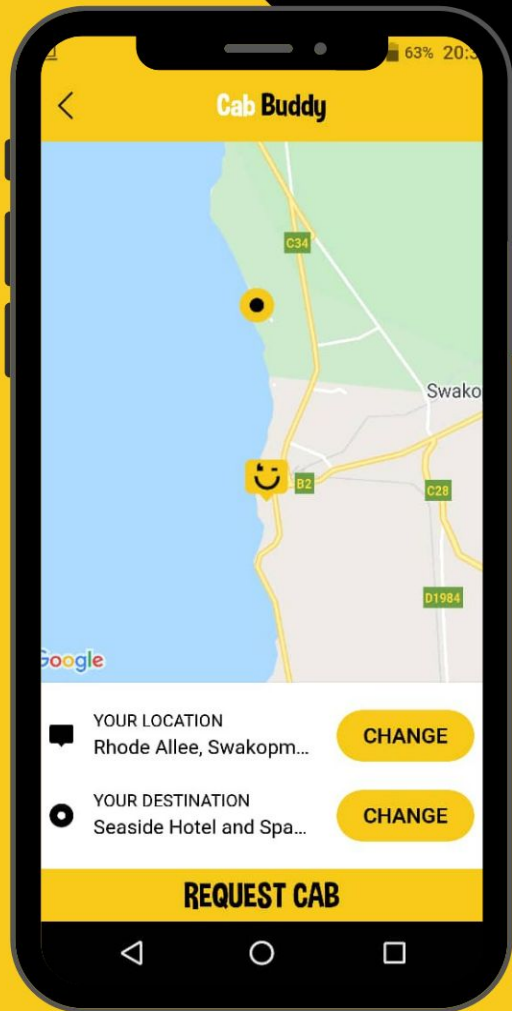
Membership Tags

Tags

Users can have a unique set of tags set and managed per business.

The User Tag feature provides a user with functions such as access control and unique value in the form of rewards & loyalty, as well as Smile\$ back on purchases and payments when using the Buddy app.





Cab Buddy

The Cab Buddy feature allows a user to request a cab via a buddy app.

The user sets his/her desired pick up and drop off location via an interactive google map, then triggers a pick up request to the 24/7 Chat Centre.

The Chat Centre will provide the user with a digital Grab Voucher (Quote) for a payment via the app.

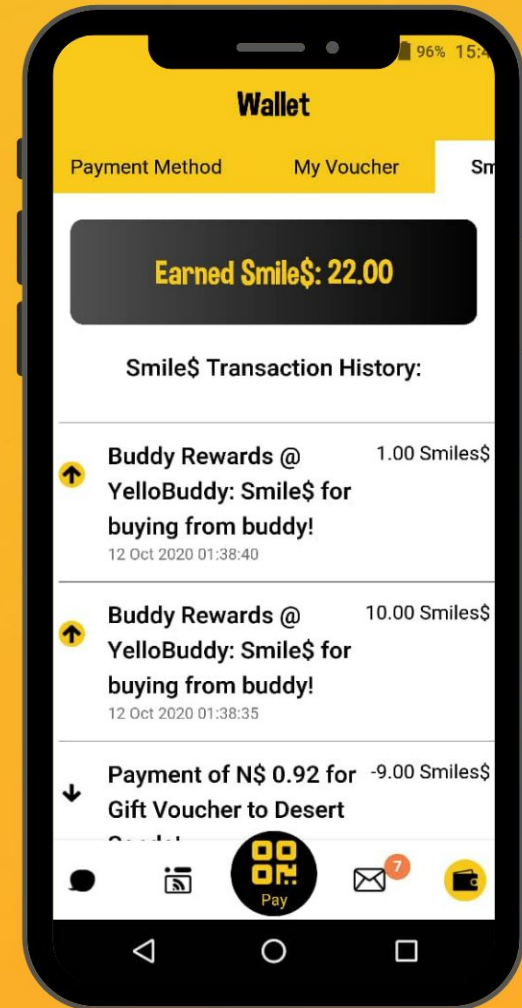
Smile\$

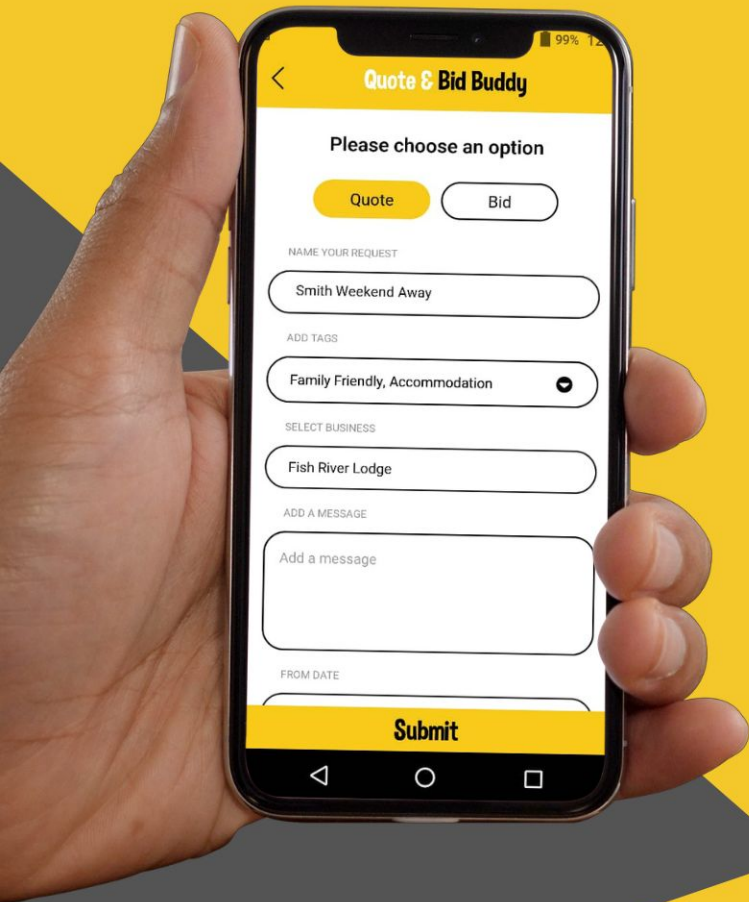
The Smile\$ feature is an official generic Buddy digital loyalty currency.

Smile\$ can be used in exchange for goods and services / payments @ any Buddy Merchant, or for VAS purchases. The Smile\$ loyalty value (if exchanged for goods and services) is 10 Namibian cents per 1 Smile\$.

Smile\$ are earned by app users in the form of cashback after a payment to or purchase from a Buddy Merchant.

Smile\$ can also be won in the WIN section.





Quote & Bid Buddy

The Quote & Bid Buddy feature allows a user to request a bid or quote request via the buddy app.

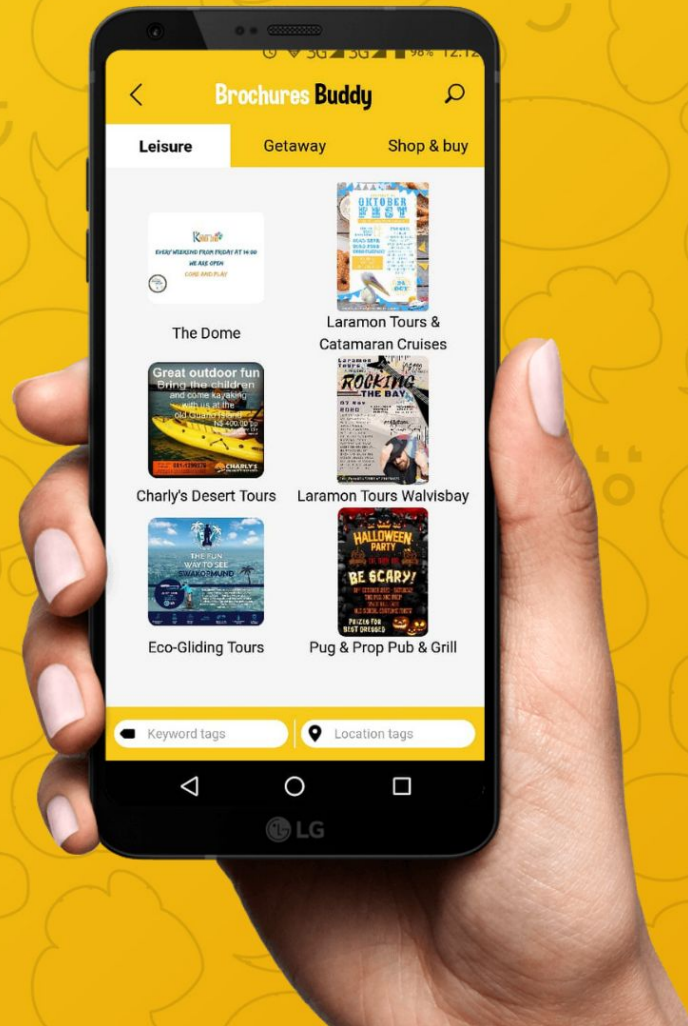
Users can define a bid or quote query against a specific business sector or category, business keywords and add a custom message, in addition to setting a suggested bid price on a bid request.

Buddy Merchants receive the bid or quote request and reply via the Buddy Quote weblink. This sends the app user a Grab Voucher (quote) via chat notification, in response to his/her set bid or quote request.

Brochure Buddy

The Brochure Buddy feature shows a list of digital brochures under a set category.

Categories include Leisure, Getaway, Shop & Buy, and Attractions shown and listed by a Buddy Merchant.

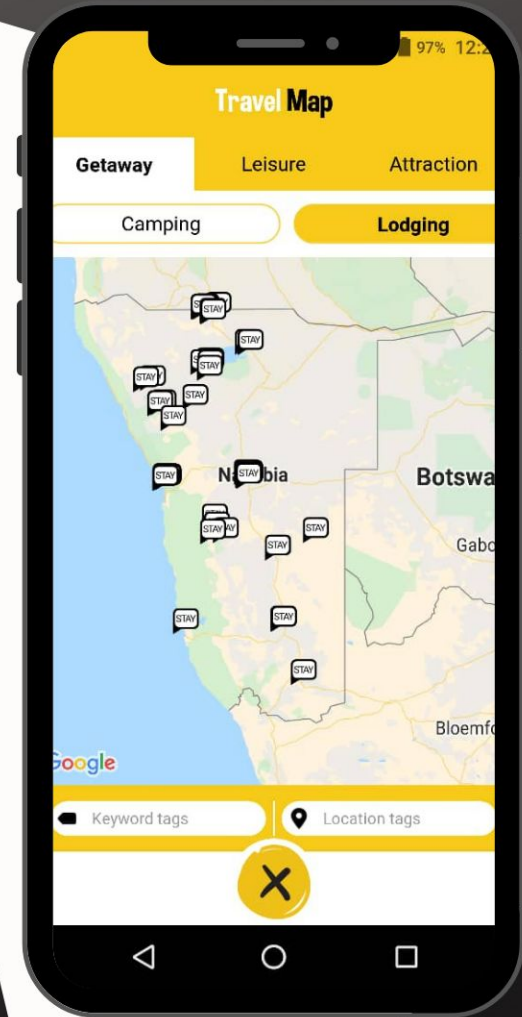


Buddy Travel Map

The Buddy Travel Map feature allows an app user to view an interactive Google travel map with business listings in the map.

An app user can search for a destination by name, business keyword tag, OR filter business listings by a specific category.

A business listing can be viewed and allows an app user to connect directly with the business information, media, specials, loyalty and buy products from the business.





Buddy Pages

The Buddy Pages feature allows an app user to navigate between content pages on a Buddy app.

Content Pages can be managed by a Buddy Merchant and content in the form of media, text, video and images can be added to content pages.

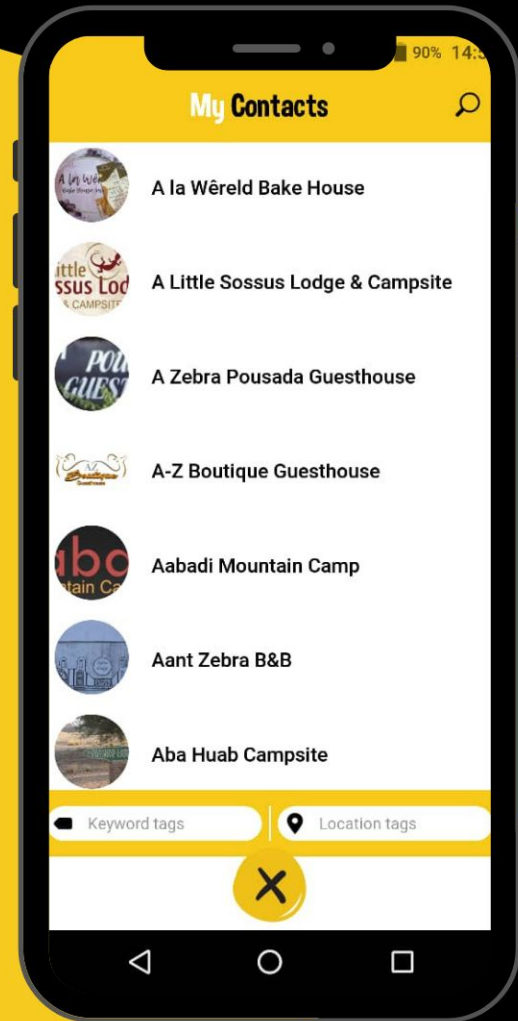
In addition, each content page has its own URL which can be shared.

Business Directory

The Business Directory feature allows an app user to quickly and effortlessly find a listed business.

A user can search for a business name and contact details in a Buddy app using a set search, or filter the business against keyword criteria.

Once a business is identified the user can call, send a chat to, or email the business directly.





QR Buddy

The QR Buddy feature allows an app user to scan any QR code that has been set up by a Buddy Merchant /Business.

This QR will redirect the user to a specific page, url or trigger.

A trigger can be a loyalty point, instant win game, Smile\$ back or voucher, or open a door/relay.



Buddy Badge

QR Identity Badge in the APP that allows for Access Control and Loyalty, Rewards & Identity Management.