

COGNITION
INCENTIVES

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Cognition Incentives

A division of Cognition Holdings Limited

Cognition Incentives is a division of Cognition Holdings Limited and offers the 19 years' experience that the Group has developed around Call-2-Action campaigns (SMS, IVR, USSD, IM, MMS and call centre) offered to over 600 different clients during our history.

In addition, the Group has provided fulfilment services for prizes, promotions and rewards to over 300 clients throughout South Africa and neighbouring states.

Fulfilment services incorporate: product (physical) or virtual (airtime, cash, coupons).

Our excellence in providing turnkey solutions incorporating Call-2-Action campaigns, linked to fulfilment, has placed us on the map for professional, reliable and trusted services across the many brands that these services have been offered.



Our service offering

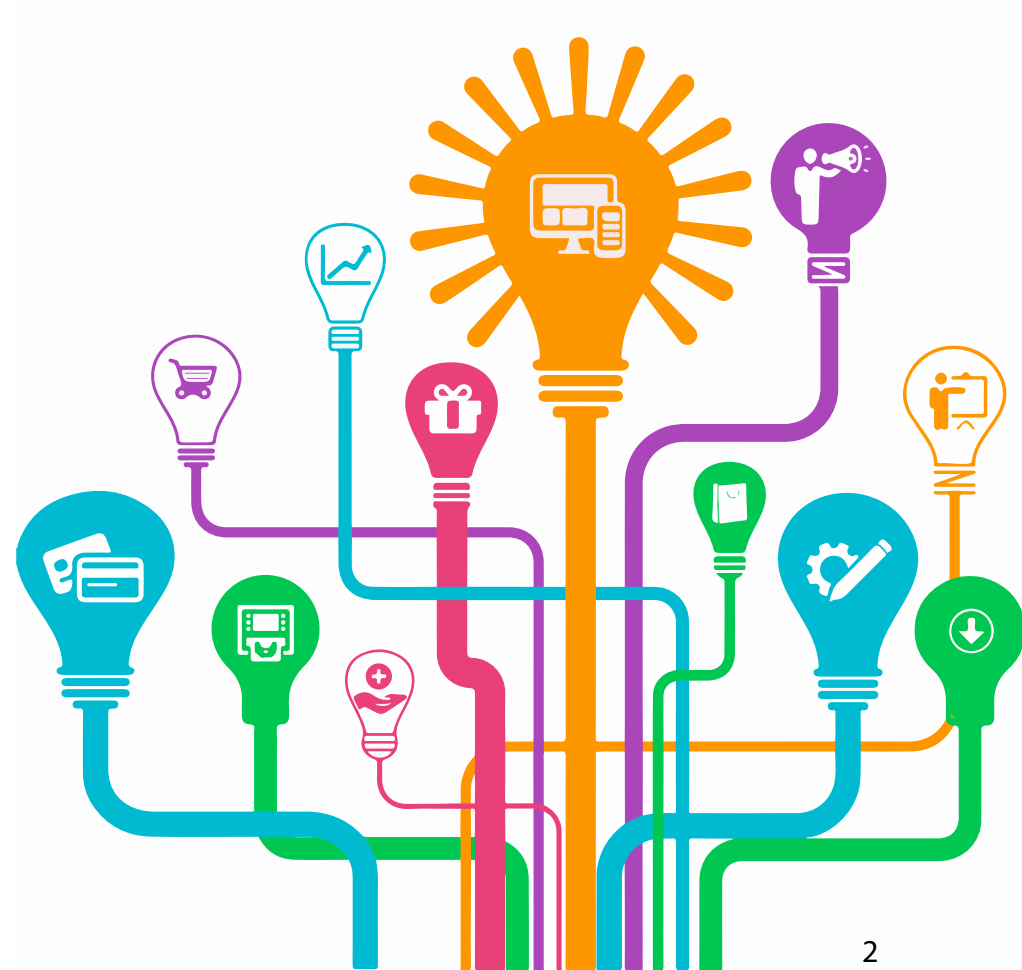
Cognition Incentives provides innovative recognition, incentive, loyalty and rewards programmes to accommodate a broad range of clients' objectives.

Our service offering includes:

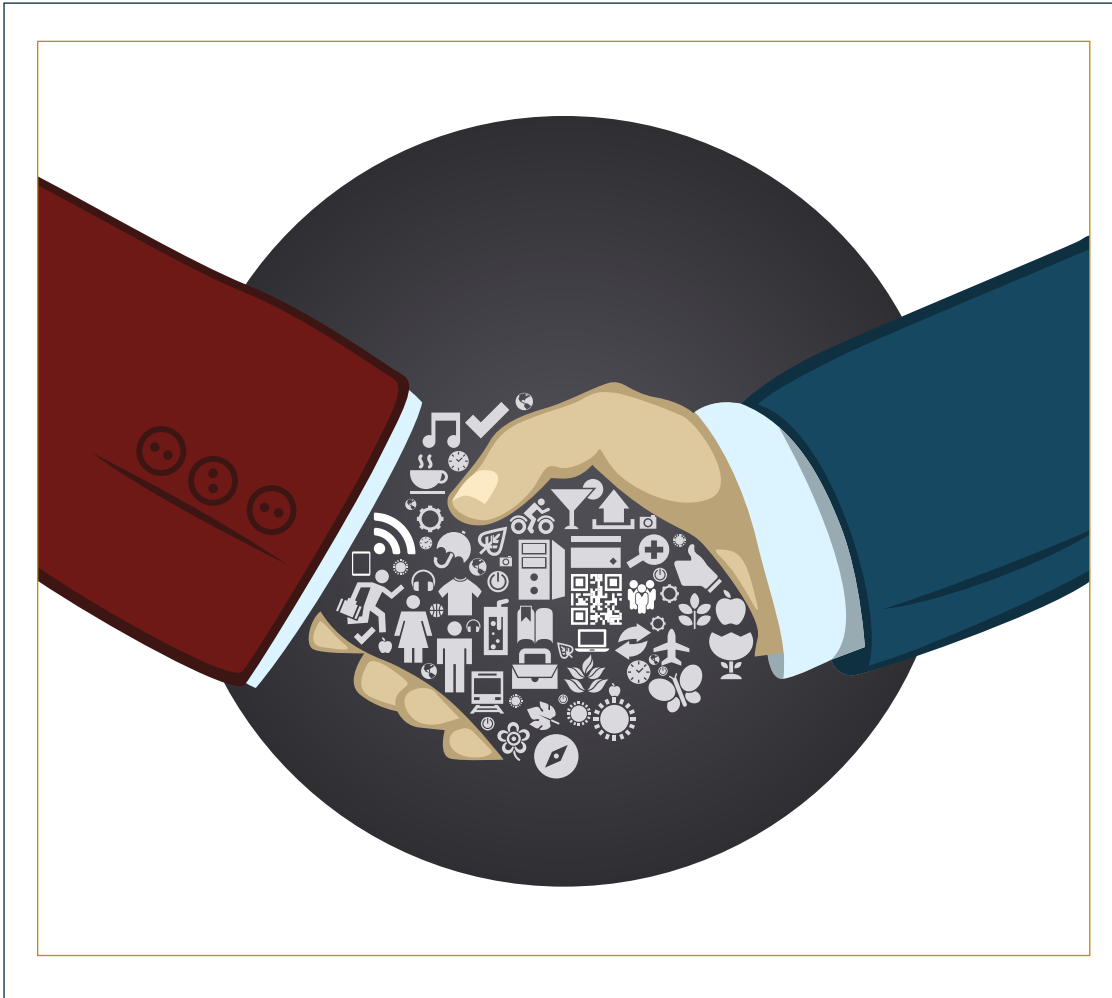
- Web development
- App development
- Debit card tokens
- Call-2-Action engagement programmes
- Fully-fledged loyalty programmes
- Point accumulation
- Moderation portals
- Incentives payments incorporating banking interfaces
- Fulfillment
- Training
- Consulting
- E-wallet
- Instant messaging

Cognition Analytics - Data Analytics and Insights

The incentive programme collects valuable data at multiple touch points. The data is transitioned into the Knowledge 350° Logical Data Warehouse and our clients obtain visual dashboards of the data and critical insights.



How we can assist



Cognition Incentives can assist any company with the following choices of incentives and rewards:

- Motivation
- Behaviour modification / reinforcement
- Morale enhancement
- Loyalty
- Retention
- Client relationship enhancement
- Enhanced communications
- Target / goal setting
- Inspiring work performance
- Brand loyalty
- Recognition and reward



Cognition Incentives - Innovation & Insights

Cognition Incentives operates on our proprietary, wholly owned software and state-of-the-art hosting environment. We have 30 dedicated programmers, a fully-fledged 90 seater centre and the necessary experience and expertise to develop, host, manage and monitor any incentive or reward recognition programme.

Via Cognition Holdings, Cognition Incentives offers its clients access to our broad range of skill sets incorporating: quantitative research, customer differentiation strategies, consumer insights, desk research, mystery shopping, commissioned work, sponsorship qualification and strategic advertising evaluation. All of these offered via Livingfacts (Pty) Ltd, BMi Research (Pty) Ltd and BMi Sport Info (Pty) Ltd.

In addition, we offer all our Cognition Incentive clients access to actuarial services to provide insights around the data collected via the various incentive programmes via Cognition Analytics (Pty) Ltd.

Knowledge 350°, which incorporates both organisations' and individuals' methodologies of collecting, storing and using information, comprises an important strategic direction for the company, particularly in light of the Protection of Personal Information Act, 2013 (Act 4 of 2014). This strategy is being driven using a 15-step roadmap incorporating strategic consulting and the implementation of technical solutions to execute the chosen business process outcomes. Cognition Incentives will leverage an important element of Knowledge 350° that assists companies in self-creating intangible assets through its roadmap of tracking data through to knowledge.



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Cognition Incentives, a division of Cognition Holdings Limited, provides services in 36 countries in Africa.