

Rilli Bags – A Use Case



Rilli Bags is a new brand with a new sustainable bag collection! They are committed to creating high-quality, eco-friendly bags that are both stylish and functional. Their mission is to provide a sustainable solution to people's everyday needs whilst also contributing to a better

environment. They understand the impact that single-use plastics and fast fashion have on our planet, and believe that we all have a responsibility to make a change.

Rilli Bags are made from recycled materials and are designed with durability in mind, so that they can be used for years to come. They believe that sustainability should not come at the cost of style, which is why they have created a collection that is both chic and environmentally conscious. By choosing a Rilli bag, you are not only making a fashion statement, but also a statement for a cleaner, greener future. They want to enable customers to join them on their journey to make a positive impact on the planet, one bag at a time!



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How they use tokens for system use

On a monthly basis, Rilli Bags buy tokens that can be utilized within our ecosystem. Some of those tokens are then exchanged to access the system, instead of subscribing to it. In Rilli Bags case only one individual in the office requires access to the admin system, so they pay for a single admin seat each month.

Rilli Bags have a range of bags with individual pages on the Veribli system. They pay a set number aof tokens for each of these products every month and also pay a small fraction of a token for each page view.

They also use Veribli for customer feedback questionnaires, push notifications and for many other functions that Veribli offers, so they use tokens for these utilities .on an adhoc basis.

They also use tokens as rewards for their customers.



How they use tokens to reward their customers



Rilli Bags uses some of the Veribli tokens they have purchased to reward customers (making micropayments to customers) in the following ways:

1. To access the customers data, such as, who they are, where they are from, their age, occupation and social media accounts. Once they have agreed to this, tokens are automatically transferred to them.
2. They are offered micropayments for each like, or follow on Facebook, Instagram, Twitter etc, as well as for mentioning the brand, paid automatically through Veribli auto detection system.
3. Surprise customers with unexpected rewards or gifts as a way to create positive experiences and build loyalty.
4. Payments for answering questionnaires, transferred automatically by Veribli system upon completion of questions in the app.
5. Payments for submitting user content to their website, content such as pictures etc. Tokens automatically transferred after manual approval by Rilli Bags that they are using that content on their site.
6. Offer rewards tailored to each individual customer based on their preferences, purchase history, or other relevant data.
7. Offer rewards for selling their bag on Veribli's resale network.



Rilli Bag customers can use tokens to:

1. Access tickets to fashion shows.
2. Access limited edition bags in Rilli Bags celebrity collection. Bags which have been designed by our well known VIPs.
3. Upgrade their purchase with bespoke embroidery, their name, logo or verse, which is only available to community members.
4. Get discounts for direct purchases through the Rilli Bags website.

