How To Make Your Markets An Employee Destination

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Overview:

How To Make Your Markets An Employee Destination

With employees returning to the workplace, it is very important to draw consumers back into the markets.

Create interest and excitement

- Market re-grand openings
- Market refresh
- Customer giveaways

AMS Features

- Meal Allowance
- Discounts and promotions
- Coupons
- Membership Pricing (Two-Tier Pricing)

Employees returning to the workplace

Now that employees are returning to the workplace, it is important that you remind employees of benefits the market offers them.

- Many employees may be somewhat hesitant to travel out to eat, so the market is an ideal option
- Providing a clean, safe environment is very important to consumers
- Ensure your route merchandisers are following CDC guidelines. Providing confidence to both your clients and their employees is critical to the success of the market

How to Renew Interest in the Marketplace

Market re-grand openings are a great way to create excitement for the market

Giveaways – Give out prizes to consumers who have made purchases with their market account. Recharge coupons, merch, etc.

Market refresh to include new signage, fixtures, and potentially equipment

Remerchandise market – Trending Products, Space to sales

![AVANTI MARKETS]

Employee Rewards Programs
3 Ways to Say 'Thank You' Team Members

It's easy to show appreciation for a job well done by offering **Employee Rewards**.

1) Meal Allowance
Keep employees fueled by setting up a Meal Allowance program with a daily or weekly allowance amount

2) Coupons
Provide one-time use coupons with a value designated by you

3) Promotions
Designate promotions or discounts on items in your market for an added perk for your staff

Boost Convenience and Productivity
-Employees can stay on-site for food & drink
-Healthy snacks can help with focus at work

Meal Allowance

What Is Meal Allowance?

- The Meal Allowance Feature can be used as an employee meal subsidy program or be used as an employee perk.
- The meal allowance offers both a daily or weekly schedule that can give employees a specified allotment amount that the client and operator agree upon
- Weekly schedules can have a daily limit added to the schedule limiting the dollar amount consumers can spend in a single day
- Multiple MA schedules can setup at a single customer location and offer different allotments for each schedule.
  - **Examples of various schedules**
    - Executive Daily Schedule **$25**
    - Full Time Employee Weekly Schedule **$20**
    - Part Time Employee Weekly Schedule **$10**

- Meal Allowance subsidy is a use it or lose it program
- Client is only billed for the Meal allowance purchase activity

Name	Type	Creation Date	Allocation	Daily Limit	Start Data	Next Reset Date	Reset Time ↑
Executive	Daily	06/01/2020	$25.00		05/31/2020	07/09/2021	10:00 PM
Part Time	Weekly	04/13/2020	$10.00		04/13/2020	07/12/2021	04:00 AM
Full Time	Weekly	03/06/2020	$20.00		03/09/2020	07/12/2021	04:45 PM

Meal Allowance Consumer Experience

- Once the meal allowance schedule resets the consumer will have two balances visible on their market account

- The meal allowance balance will be used first completely before deducting funds from their own personal market account
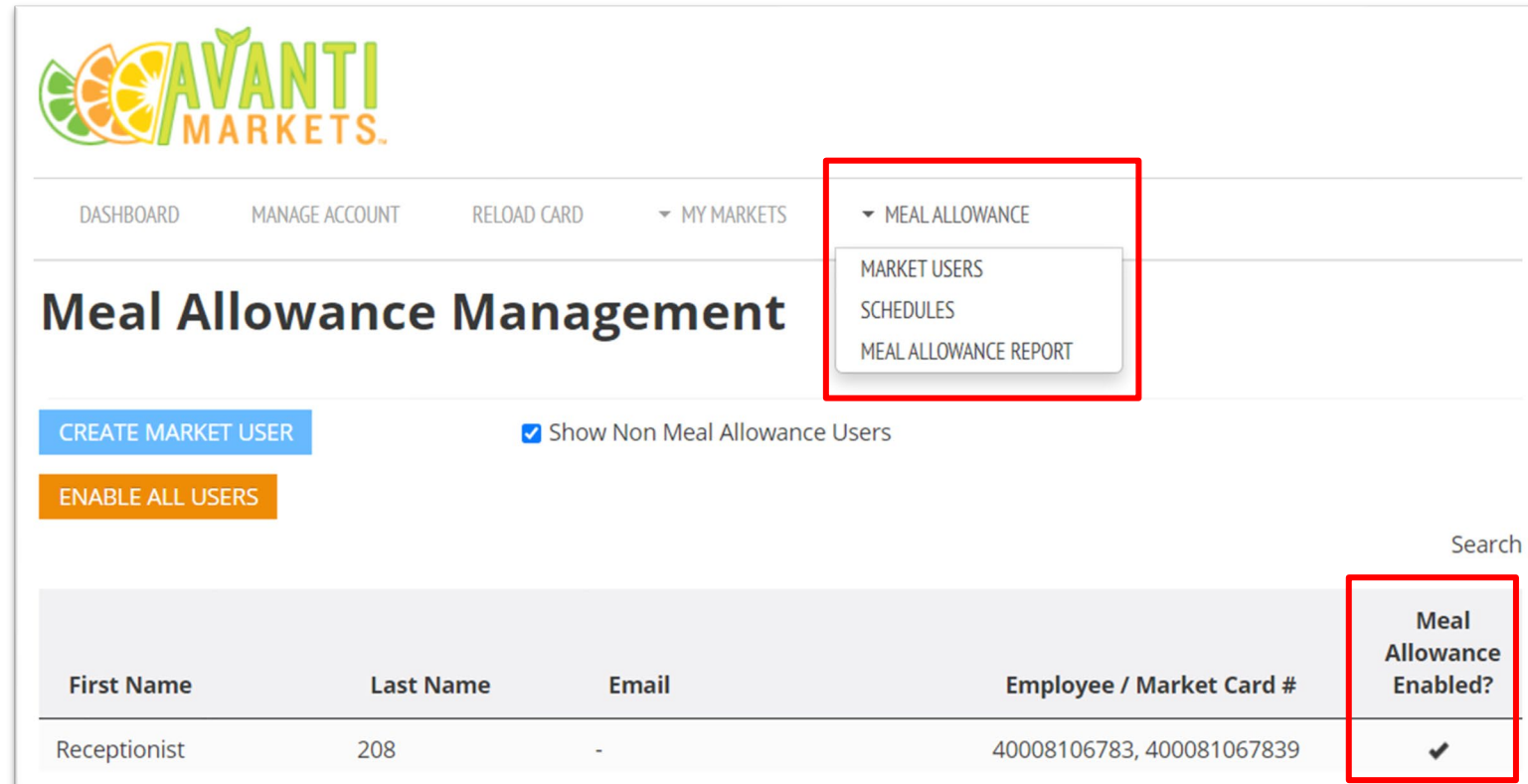
  Example:

  - Employee has $5 on their meal allowance account and $10 on their personal account.

  - If the consumer purchases an item totaling $7 the $5 meal allowance funds will be used first and the other $2 would be deducted from their personal balance.

  - This transaction is completed in a single seamless transaction

- In the example above the client would only be invoiced for the $5 for the meal allowance activity
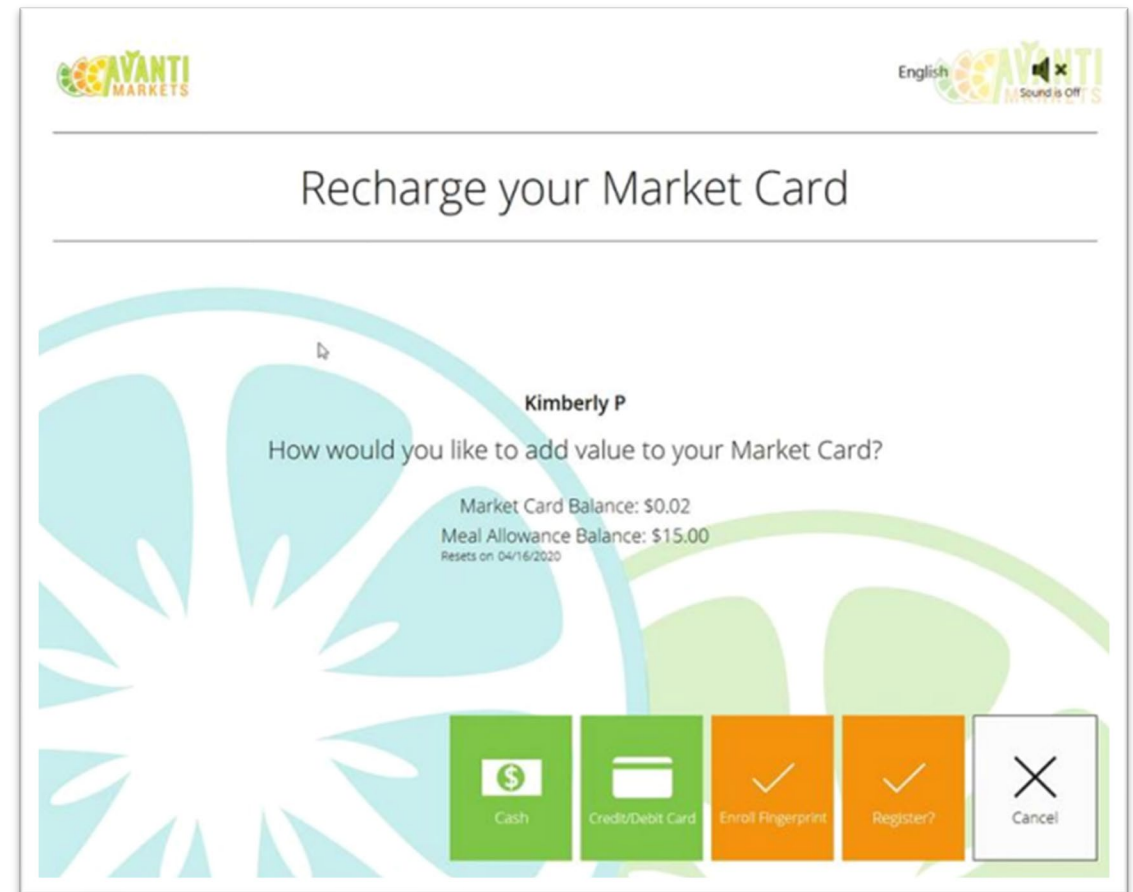
Why Clients Love this Program

- They can set a budget for their employee subsidy program.

- Happy and productive employees

- Clients can be given meal allowance admin access through the My Market Card portal (This is optional and up to the operator)

- Clients can add and remove employees from the meal allowance

- Clients can pull meal allowance activity reports that are used for invoicing purposes

- This feature is great for traditional markets, and pantry market settings

Why Operators Should Sell This Feature

- This feature drives same market sales tremendously.
  - We have seen existing market location sales increase by thousands of dollars per week.
- Setup the schedules and invoice your client on a timeframe you both agree on
- Either you or your client can add/remove employees from the meal allowance schedules.
- No manual adding and removing funds to employee accounts are required
- No market user float issues to worry about since the Meal Allowance feature allotment resets automatically
- Set it and forget it!

Spending Stats

Weekly MA [07/04/2021 11:55 PM - 07/11/2021 11:54 PM]

- Remaining
- Utilized
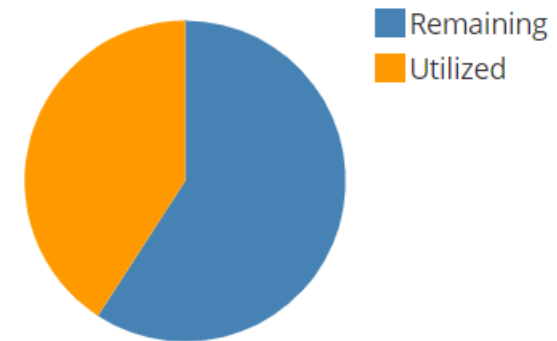
MarketCardID	MarketCardNumber	ScheduleName	FirstName	LastName	UserName	Amount	Meal	Location	Kiosk	TransactionDate
206238794	1195388965368, 11	Full Time Employee	Marvin	Pineda		4.51	0	Cruz Co	AVMX1-20000	7/8/2021 13:03
206238722	1195388961999	Full Time Employee	Araca	Jam		3.7	0	Cruz Co	AVMX1-20000	7/8/2021 14:29
206239002	1195388960247	Full Time Employee	Sarah	Super		0.96	0	Cruz Co	AVMX1-20000	7/8/2021 14:33
210877454	1195388968263	Full Time Employee	Russ	Long		4.22	0	Cruz Co	AVMX1-20000	7/8/2021 16:01

Meal Allowance Key Tips

- Only Avanti Support can create and edit the MA schedules
    - Operator needs to specify the following information to **Support**
        - Daily or weekly schedule
        - Schedule reset time
        - Weekly Schedule – Reset Day of the week
        - Go live date
        - Name of schedule or schedules
        - Allotment amount for each schedule
        - Is this a standalone or campus setting?
        - Setup MMC Meal Allowance Admin Access for operator and client. Client is optional. It is critical to have admins setup prior to going live with this feature
- It is very difficult to change the schedule reset time and day of the week
    - Confirm the schedule reset time with your client before submitting a ticket to support
- Go to the Help Center, or reach out to your Account manager for additional information regarding the Meal Allowance feature
- **NOTE:** Meal Allowance will not work with 3rd Party consumer Integrations
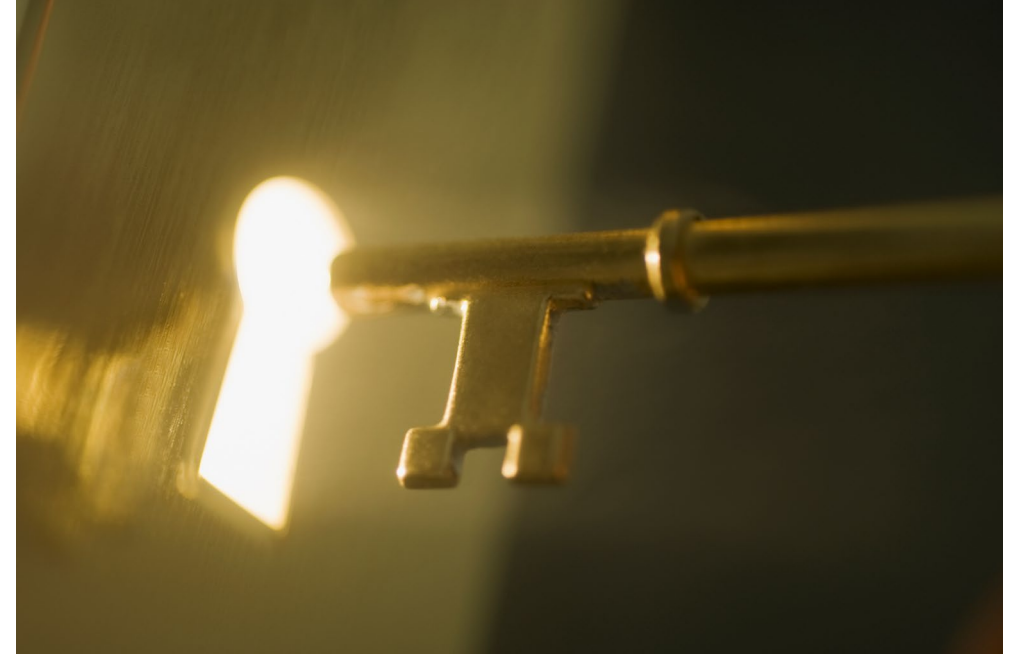
Coupons

- Coupons have been available for operators since the early years of Avanti and are a fantastic way to drive sales.

- Operators can create recharge, guest pass, and traditional coupons easily in AMS.

- Coupons can be created for any denomination

- Start date and expiration dates are determined by the operator

- Here are some examples of how coupons can be sold to your clients

  - Employee Birthdays

  - Work Anniversaries

  - Employee appreciation

  - Employee awards

  - Holidays

  - Employee Perks

  - Inclement weather

  - Guest Pass Coupons for outside guests

  - **NOTE: Coupons will not work with 3rd Party consumer Integrations**

New Coupon

Location	Acme Cafe
Description	
Coupon Type	Select a coupon type

Select a coupon type
Guest Pass
Recharge Market Card

Coupon Value	
Reason	Employee Appreciation

Recharge Coupons

Recharge Coupons (Most Popular)

Steps to Use

1. Consumer scans their market card at the kiosk

2. Then scan the coupon.

3. The amount of the coupon will be transferred to the consumer market account which can be used at anytime in the future

*NOTE: Recharge coupons cannot be reused

Guest Pass Coupons

THANK YOU!

Guest Pass
Market Coupon

Welcome to Avanti Markets. Please use this Guest Pass for a one-time purchase up to $10 from our market.

Scan at the Avanti Markets Kiosk

CPNHMA3TMTB4R
Guest Pass

Good toward the purchase price of any product at Avanti Markets - up to $10. This coupon may not be assigned, transferred or reproduced. Any other use constitutes fraud. Not redeemable for cash. Void where prohibited, taxed or restricted.

www.AvantiMarkets.com

Guest Pass Coupons

- The guest pass coupon were originally created for outside guests that may be visiting the client site for a short duration, and do not want to create a market account
- Guest pass coupons can be used just like a market card to complete a transaction
- The guest pass coupons can only be used once so if the consumer does not use the full amount of the coupon, they cannot use it again for future purchases
- Guest pass coupons can have a minimum spend amount added to help ensure the consumer spends a higher dollar amount at the market

Example:

- Guest pass was created with a total amount of $10 with a minimum spend amount of $5.
- If a consumer tried to purchase a product that costs $1.69 they would receive a message on the screen prompting them they have not met the minimum spend amount
- The full amount of the guest pass coupon can be combined with a credit card to complete purchase amounts that exceed the guest pass total

Discount Coupons

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New Coupon

Location	Acme Cafe
Description	Guest Pass
Coupon Type	Guest Pass
Discount Type	Percentage
Coupon Value	15
Minimum Purchase Value	3
Maximum Purchase Applied To Value	15
Reason	Thank you
Contact	Avanti Lab
Contact Email	marketing@AvantiMarkets.com
Contact Phone	360-601-1908
Start Date	07/5/2021
End Date	08/5/2021
Quantity Authorized	24

Traditional Coupon

Traditional discount coupons can be created using the guest pass coupon.

1. Select Guest pass
2. Select percentage
3. Enter Minimum Purchase Value (Optional)
4. Enter Maximum Purchase Value (Optional)
5. Complete the other necessary information.

How to execute these coupons

- Scan your products
- Scan your coupon and the percentage discount will be applied to your cart
- This is a one time use coupon

Visit the Help Center or reach out to your account managers for help setting up coupons

Discounts and Promotions

- The Avanti Discount Feature allows operators to create various discounts to help drive consumers to the market
- Operator managed promotions allow percentage and fixed dollar amount discounts
- Operators can schedule both the discount start and expiration dates
- Discounts can be setup to be available all the time
- Time specific discounts can be created such as Taco Tuesdays between the hours of 10AM and 2PM
  - Discount examples:
    - Targeted percentage or fixed amount discounts
    - BoGo's
    - Meal combos
    - Time sensitive snack combos
    - Two for $5

- **NOTE:** Operator managed discounts will work with most 3rd party consumer integrations.
- Avanti Sponsored Buy X Get Y USG and similar promotions will not work with 3rd party consumer integrations

Get product deals from your product suppliers

Mio Water Enhancer
30% Off
While Supplies Last

FRIDAY FRESH FOOD DISCOUNT!!!

50% OFF STARTING AT 10:00 AM

Discounts

Discount Logic

- Multiple non-competing discounts can be redeemed at the kiosks at the same time

- If a single product qualifies for more than one discount the discount rule will give the consumer the bigger discount

- The best value is used to determine which promotion to apply to cart/product for each market user based on products in the cart.

Winning Discount

- **Discount example**
- Below the tuna sandwich qualifies for two active discounts.
- The Fresh Food Friday discount wins as the best discount and is given to the consumer

1. **Combo Meal** - Requires a sandwich, drink, and snack to be purchased to get a 10% discount

Tuna sandwich	4.99
LSS Chips	1.49
20oz Beverage	1.89
Total	8.37
10% discount	**.83**
Total Cart	7.54

2. **Fresh Food Friday discount** - Gives 50% discount off perishable food items

Tuna Sandwich	4.99
LSS Chips	1.49
20oz Beverage	1.89
Total	8.37
50% discount	**2.50**
Total Cart	5.87

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Membership Pricing

Membership Pricing is also referred to as Two Tier Pricing

- Reward your customers
- Boost your sales and margins
- Reduce your CC costs
- Avanti Markets can support fixed dollar and percentage amounts

- **NOTE:** Membership Pricing cannot be used with 3rd party consumer integrations

Exclusive Discounts for Members

Use your market card or mobile app to get discounts on every purchase.

If you aren't already a market member, register today!

Membership Pricing

- Provides value for consumers who purchase items with their market account
- Avanti Markets supports both % and fixed pricing options for Membership (Two Tier) Pricing
  - Operators are switching from the traditional 10 cents per item to a 5% or 10% discount
  - Why? A 10 cents discount for a .99 cent item is a significant 10% discount, but .10 cents on a $5.99 item is only a 1.6% discount which may not be enticing to consumers
- Setting up membership pricing as a % will provide the consumer a proportional discount to the product sell price
- Implementing membership pricing at high volume CC locations is a great way to get a price increase
  - After implementing many consumers will continue to complete purchases with their CC, which will increase your margins using % rate
- Consumers recharging their market accounts will reduce your CC fees

Avanti Markets Help Center

- **Are Your Team Members Registered?**

- Contact support for assistance getting access to the HELP CENTER

- Create, track, update your support ticket status activity

- Help Center Materials
  - How to training materials
  - Security and network requirements
  - Sales and Marketing
  - Avanti Features
  - Industry News
  - Covid – 19 resources