Mobile First Best Practices

July 23, 2020

What is Mobile First?

The new Avanti mobile app allows consumers to create an account using only mobile without registering a physical market card first.

Mobile First is a quick and convenient way to go to market.

Mobile First Benefits

- Consumers are no longer required to register an account with a physical market card
- Contactless Purchase and Recharges are fully supported
- Mobile First will help increase mobile app participation
- Consumers can download their mobile app from the stores and immediately register through the mobile app.
- Reduce costs as physical market cards are no longer required to create consumer accounts
- Drive sales – Advertise operator managed promotions with the app
- Reduce Credit Card Fees
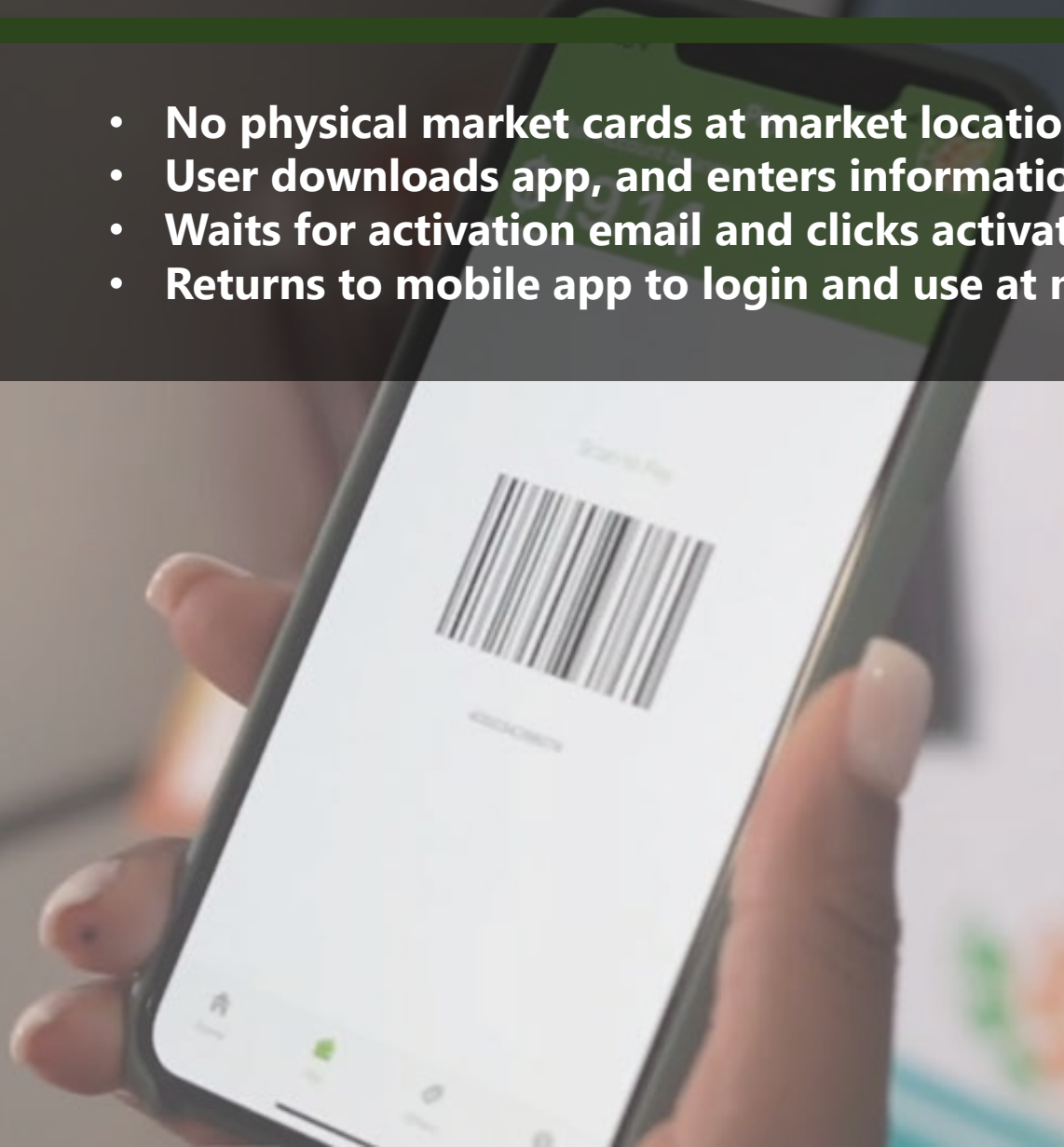
Go To Market Strategy Options

Mobile First

Traditional Method
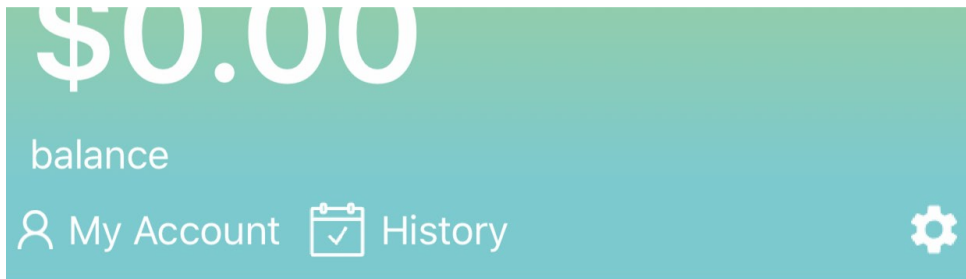

Manage Existing Users

Mobile-First Method

- No physical market cards at market location
- User downloads app, and enters information/creates password
- Waits for activation email and clicks activation link
- Returns to mobile app to login and use at market
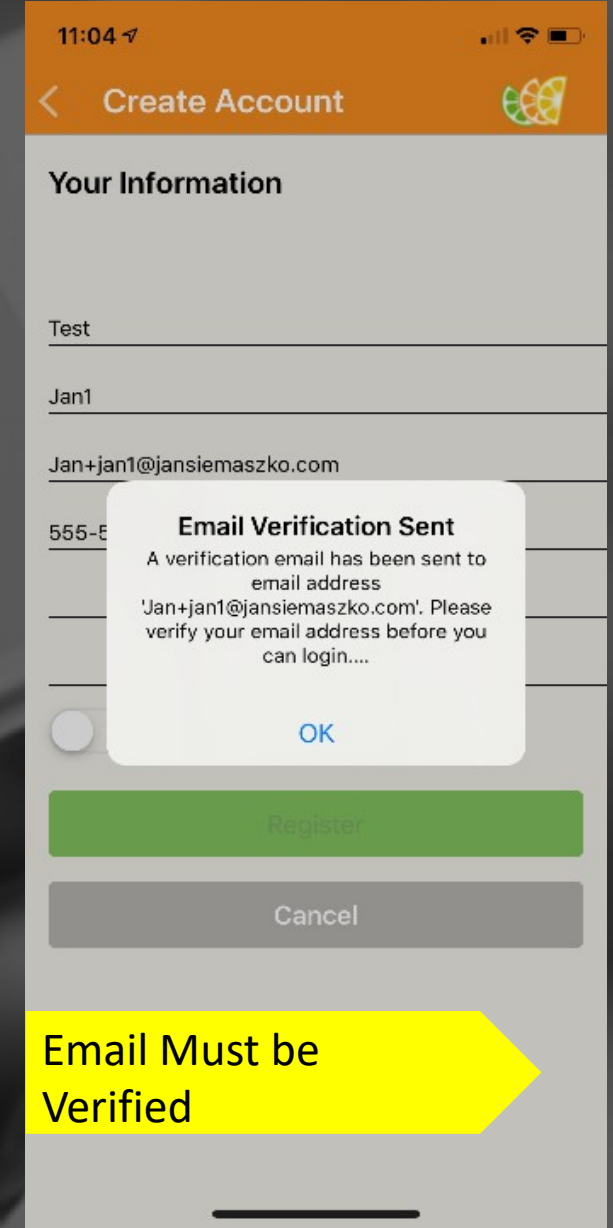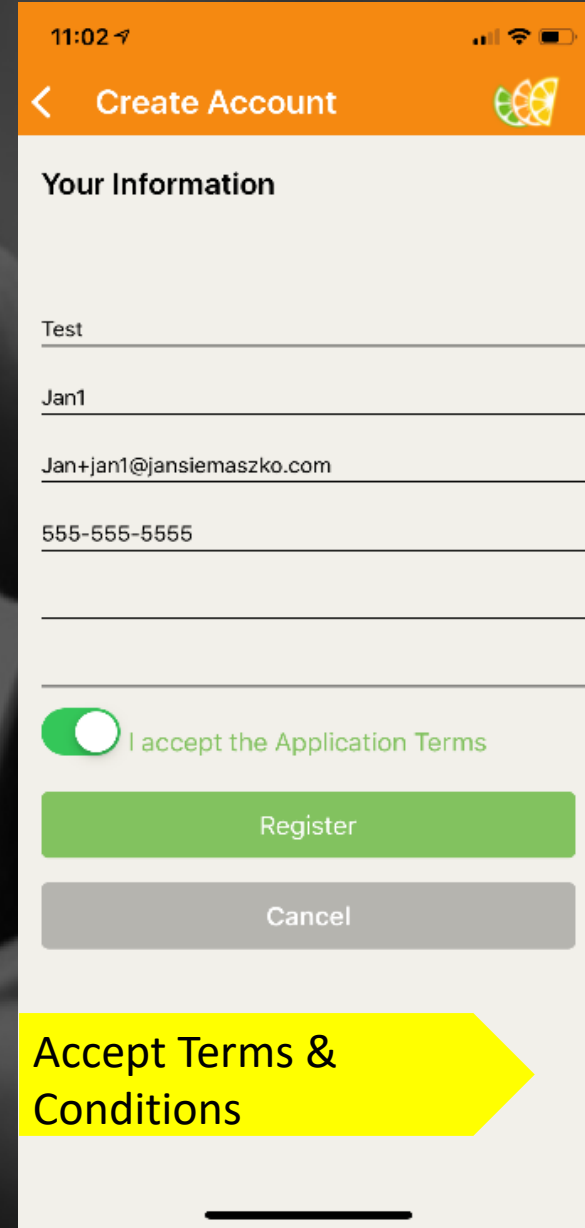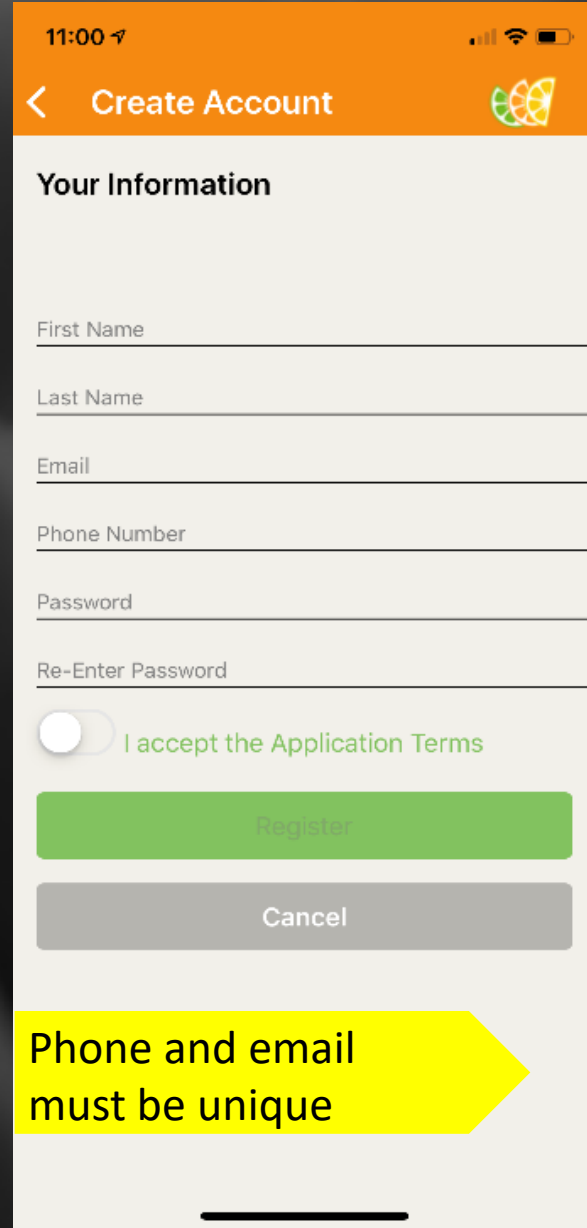
Mobile-First: Process at a Glance

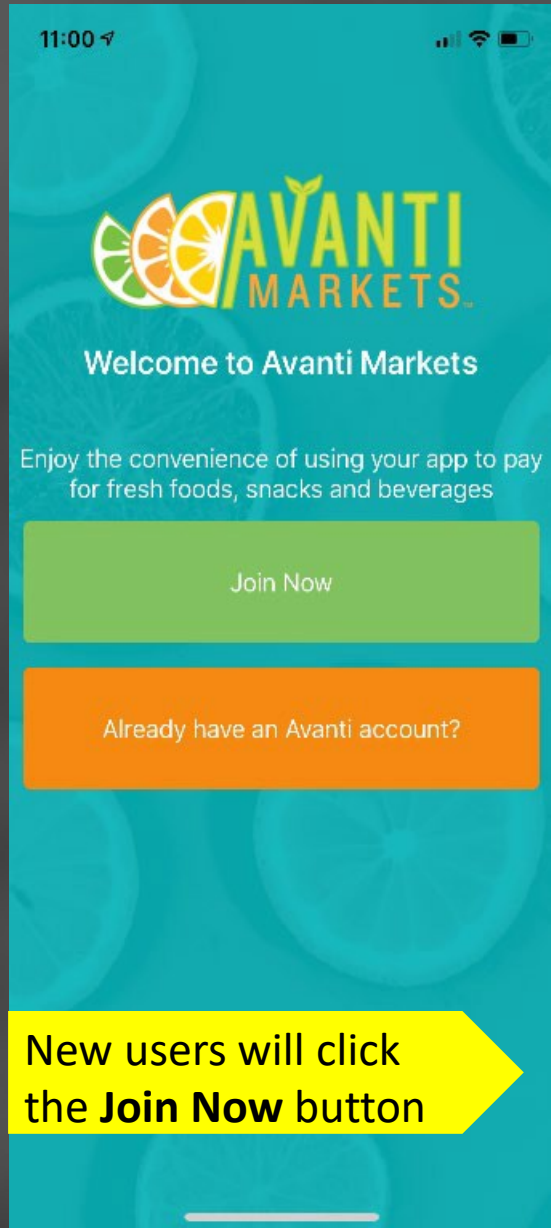**Pre-Register**

Download

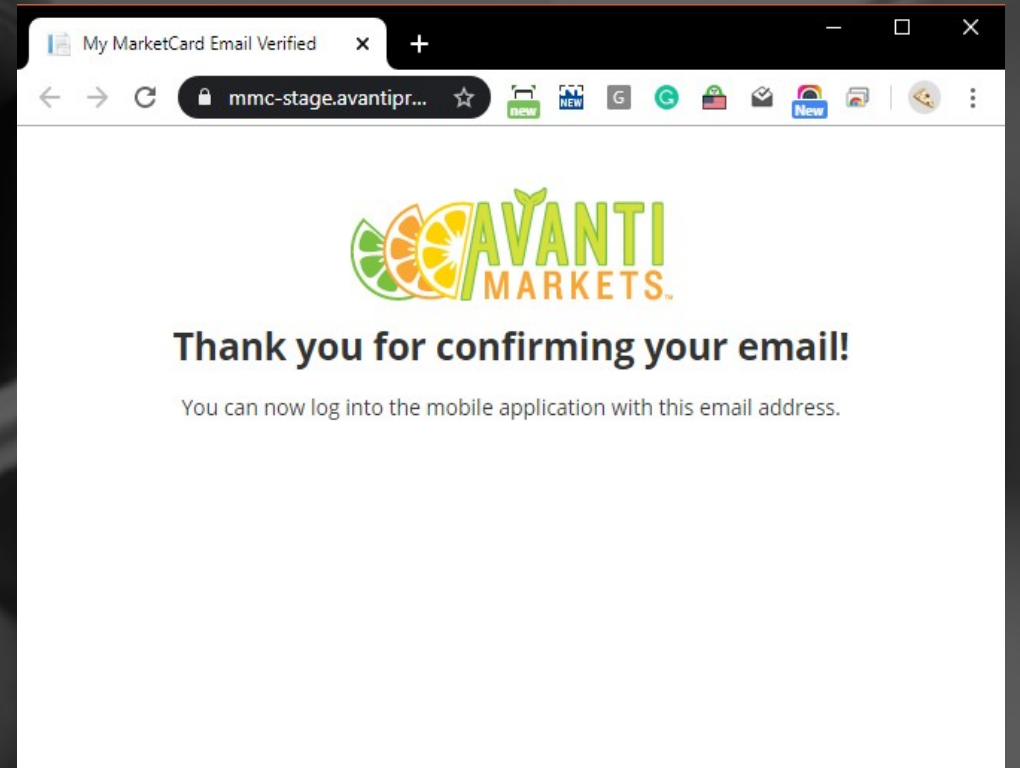**Activate**

New Market- Mobile First

Mobile First Registration

1. Consumer downloads the Avanti mobile app in the Apple or Google Store
2. Enter consumer required information
3. Accept Terms & Conditions
4. A verification email will be sent to the consumer email that was registered with the app.
5. Click on the email verification link that was received
6. Return to the mobile app and login with your login credentials you created
   - Important Step – All consumer mobile accounts that register with Mobile First will not be associated with a market until they scan their virtual card (mobile app barcode) at the market kiosk.

$0.00
balance

My Account   History

New users will click the **Join Now** button

Phone and email must be unique

Accept Terms & Conditions

Email Must be Verified

New User Sign-Up:
Email Verification Will Be Required

- Users will receive email with a verification link

  - Activation email can take 5 to 30 minutes to be received
  - User will receive confirmation after clicking the link
  - Email must be verified to log into the mobile app
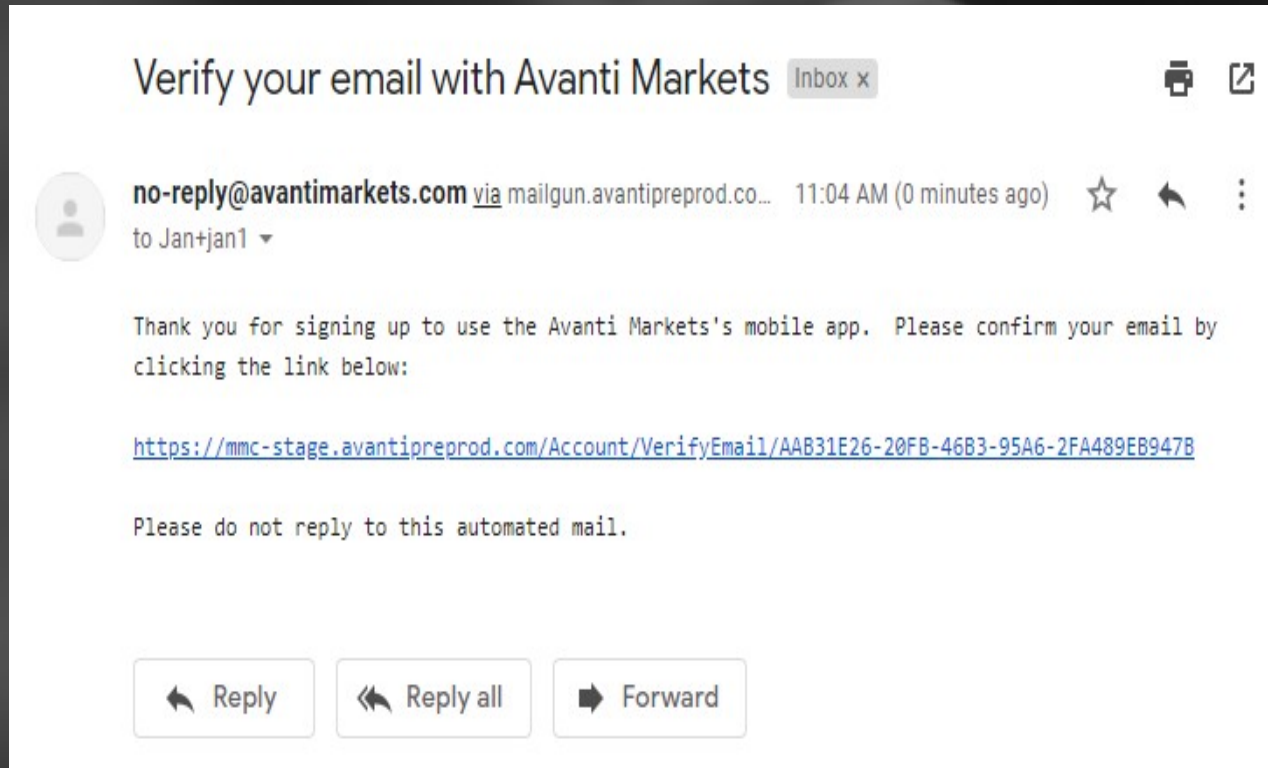
Activation of Virtual Account
At Kiosk

- First swipe of mobile barcode assigns to "Home" location
- Transfer of any pre-loaded balance
- Added to Organization's Market Users list
- References to Virtual (800*) and / or standard physical card number (400*)

|	First Name ...	Last Name	Market Card	Location	Email
✓	Brian	York	859615187229083083, 801215689767442...	20 Zones TTP	Byork45@comcast.net
✓	Arthur	Siller	859615187109127233, 801215689781239...	20 Zones TTP	Arthur.siller@gmail.com
✓	Barry	Andersen	859615187153239986, 801215689584832...	20 Zones TTP	Barrykandersen@outlook.com
✓	Laura	Alikpalatest	400089348763, 801215689226435495	20 Zones TTP	lliksls@yahoo.com

Traditional Market Card Method

- Register with physical market card at kiosk
- Complete registration by clicking activation link and creating username and password on MMC
- Download app and use mobile with existing MMC credentials
- NOTE: Anyone who already uses a physical market card and is registered through MMC can start using the mobile app with existing MMC credentials
  - Users with physical market card not registered with MMC will be covered in next section

New Market- Traditional Method

Traditional Market Card Method

1. Consumers register their market card account at the kiosk
2. MMC Activation Link is sent to the email address the consumer registered.
3. Consumer follows MMC activation link and creates username and password
4. Consumer downloads the Avanti mobile app from Apple or Google store
5. Consumer selects the "Already Have an Avanti Account" button on the mobile app
6. Consumer logs into their mobile account using their MMC login credentials
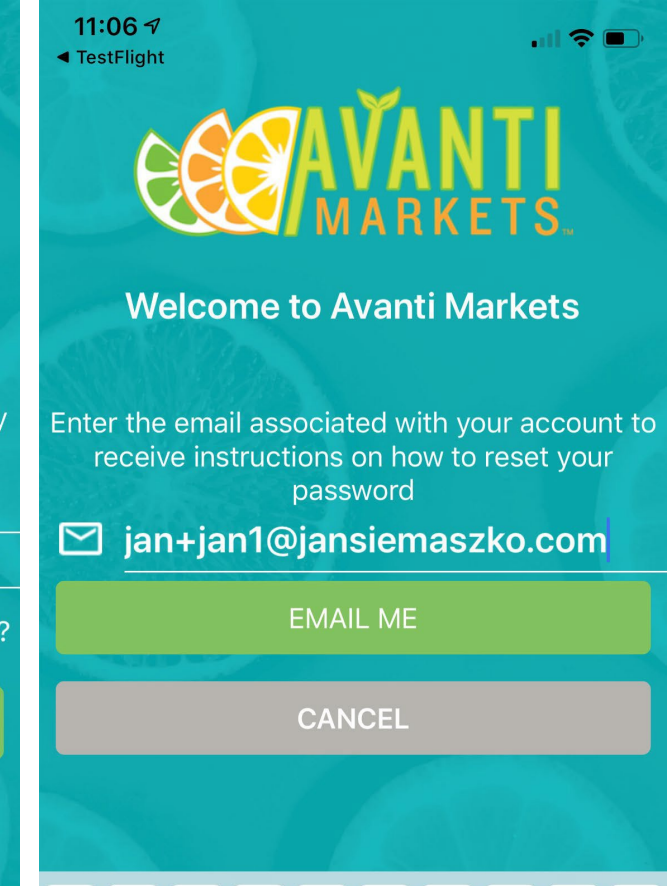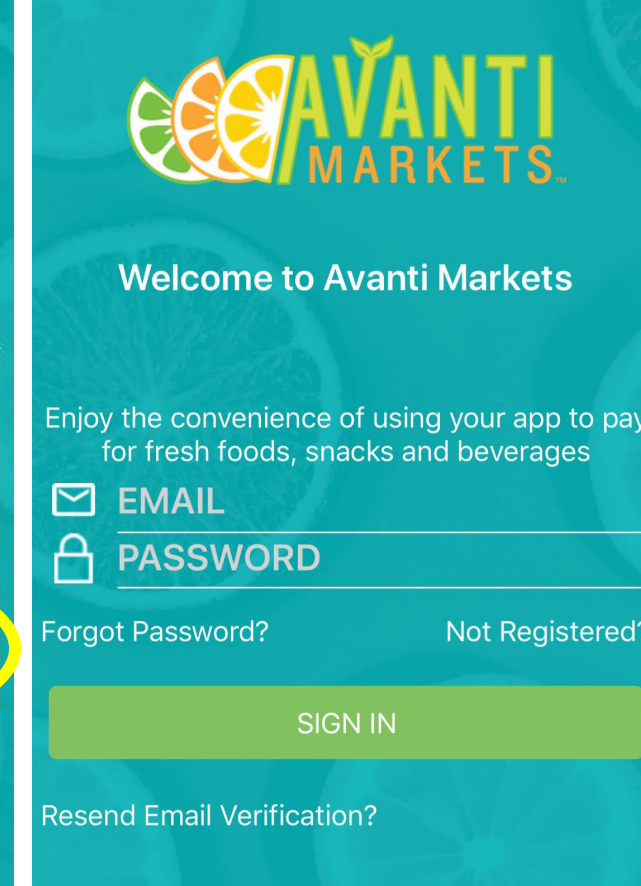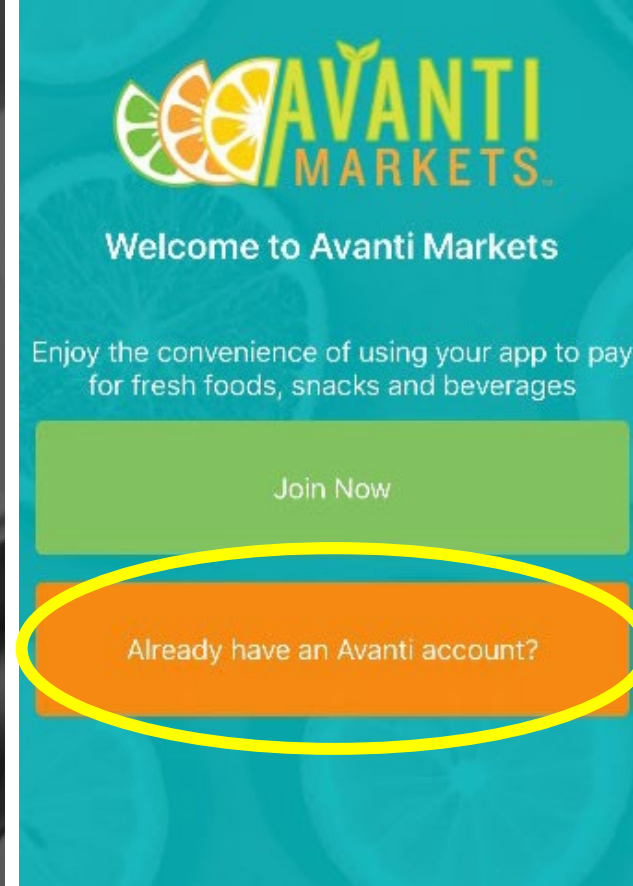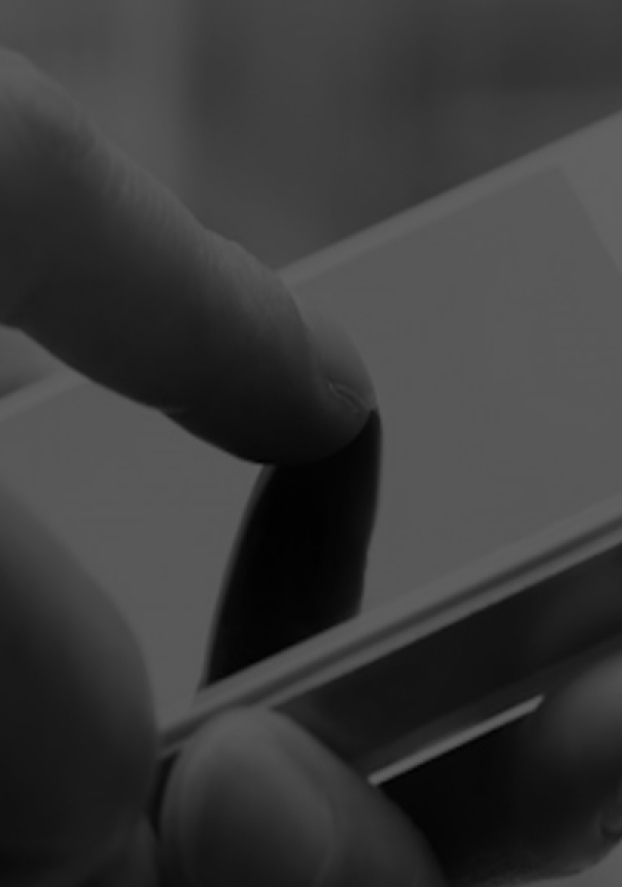
Existing MMC User
Sign-Up: Associating
Account on Mobile

- Existing users will click "Already have and Avanti Account" button

- Existing users can login with their existing MMC credentials

- User can request a change password email

- User can request to have verification email resent

New Market- Opening Recommendations

OR

Mobile First Registration

- Registration and verification link is activated on the App.
- Consumers can pre-register with mobile first prior to the market grand opening.
- This is a recommended option to help drive mobile adoption and eliminate market cards.

Traditional Market Card Method

- MMC activation link is sent to the consumer when registration is completed at the kiosk.
- Great option for secure locations that do not allow cell phones in work areas
- This is a great method if you still want to provide consumers a physical market card.

Choose Mobile First or Traditional Method

- We do not recommend promoting both Mobile First and the Traditional method at market openings.
- Offering both methods can cause consumer confusion.
- Ensure your sales team members are aligned on your go to market strategy.

For Existing Physical Card Users
## (Who have NEVER created MMC credentials)

- User download the app, enters info and creates password
- Waits for activation email and clicks on link
- Returns to mobile app and logs in
- Uses 'Add Existing Scancode' option on Pay Tab
- Scans or enters barcode of current physical card
- THIS MUST BE DONE PRIOR TO EVER SCANNING MOBILE BARCODE AT KIOSK

Managing Existing Market Users

How to add a physical market card to a mobile first account for market users that already use a physical market card
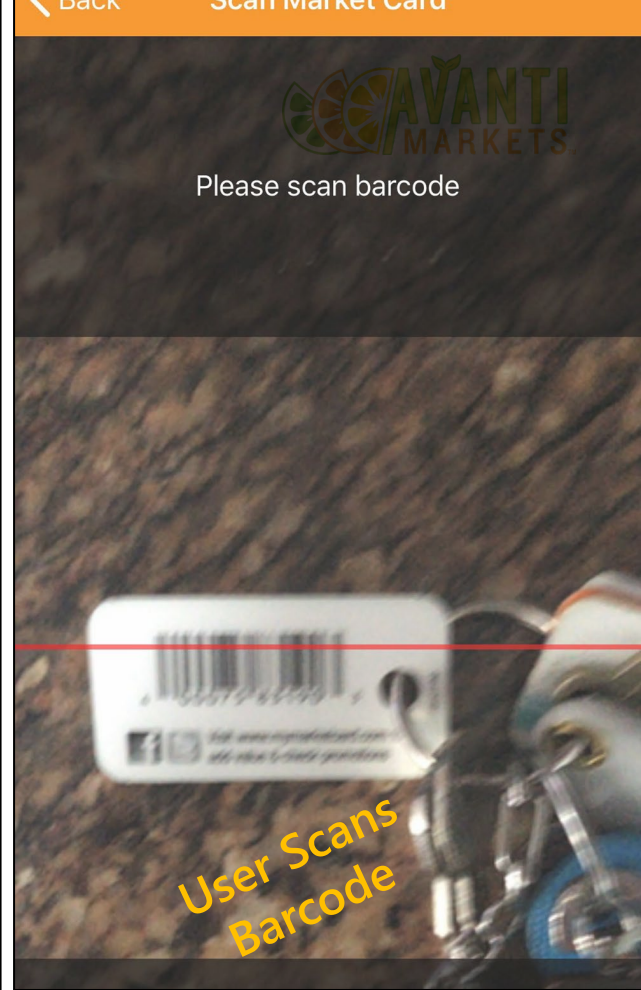
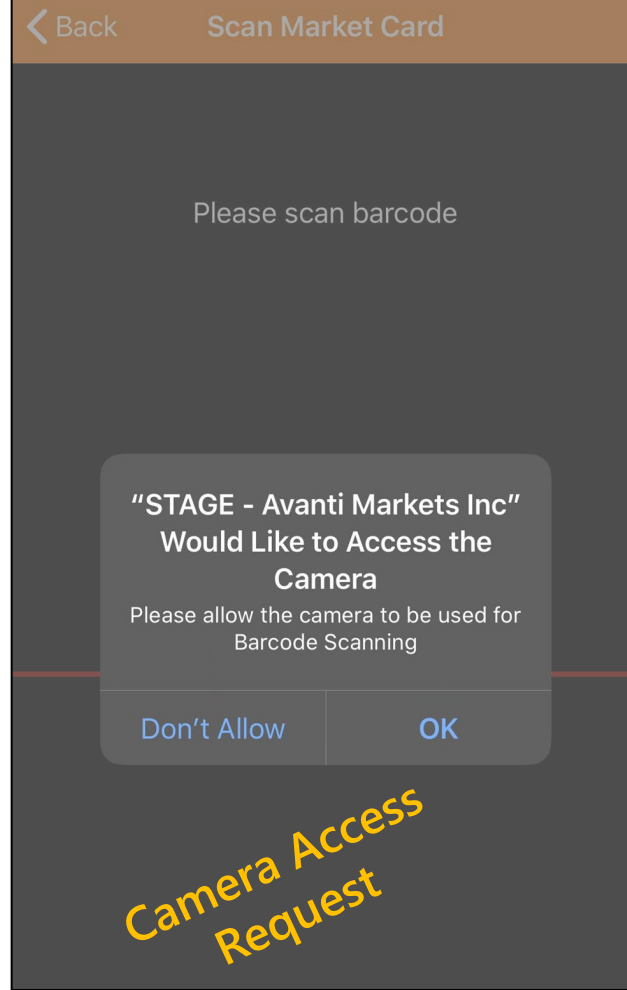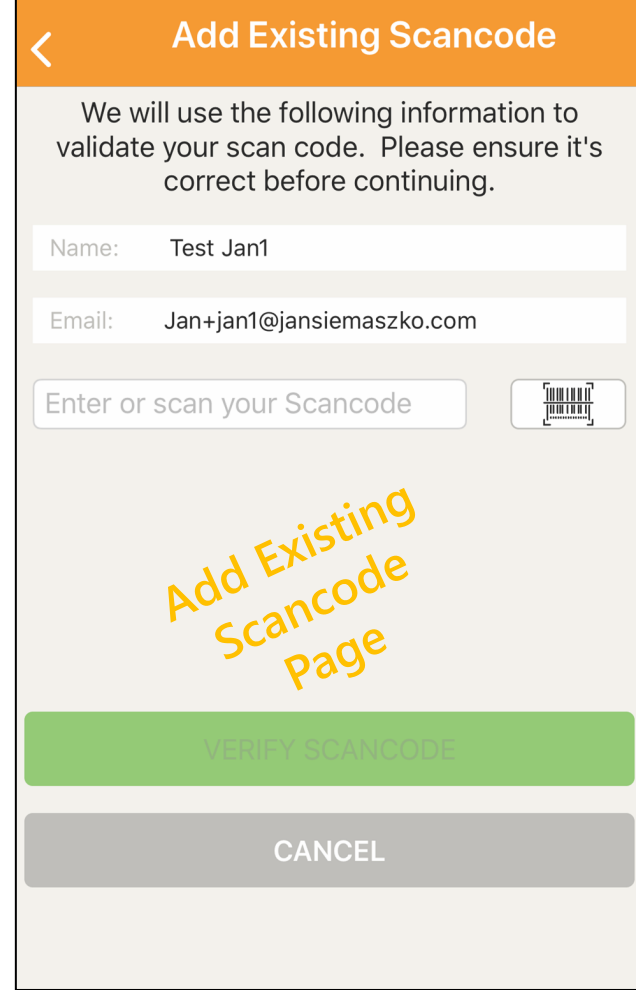1. Follow the Mobile First steps #1-5
   1. Download app
   2. Enter information
   3. Accept Terms & Conditions
   4. Verification email sent
   5. Click on verification email link
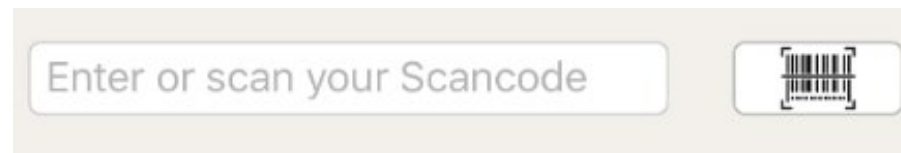
2. **DO NOT** Scan your virtual market card (mobile app barcode) at the kiosk

3. To add a physical market card to a Mobile First account, physical card must be added prior to the consumer scanning their virtual market card at the kiosk.
   - Navigate to the pay tab on the mobile app
   - Click "Add Existing Scancode"
   - Manually enter the market card scancode or use the mobile phone camera to add the new scancode
   - If we find a matching market card that matches your first/last name or email address the card will be associated with your new account and the balance will be transferred.

Pay Tab

Scan to Pay

4001400005824091157

Add Existing Scancode

Add Existing Scancode Page

Add Existing Scancode

We will use the following information to validate your scan code. Please ensure it's correct before continuing.

Name: Test Jan1

Email: Jan+jan1@jansiemaszko.com

Enter or scan your Scancode

VERIFY SCANCODE

CANCEL

Camera Access Request

Back | Scan Market Card

Please scan barcode

"STAGE - Avanti Markets Inc" Would Like to Access the Camera
Please allow the camera to be used for Barcode Scanning

Don't Allow | OK

User Scans Barcode

Back | Scan Market Card

Please scan barcode

Existing User Sign-Up:
Adding an Existing Card

- Market users can add an Existing Scan Code to the mobile app

- Matches physical card with user's First & Last name **OR** email address

- If match found, user must confirm location

- "No match" requires Avanti support and manual merging of account in AMS

Existing User Sign-Up:
Match or No Match

Match/Confirmed   Could Not Verify

Mobile First FAQ

❑ **Can a consumer add a physical market card to a mobile first mobile app after the virtual market card is scanned at the kiosk?**
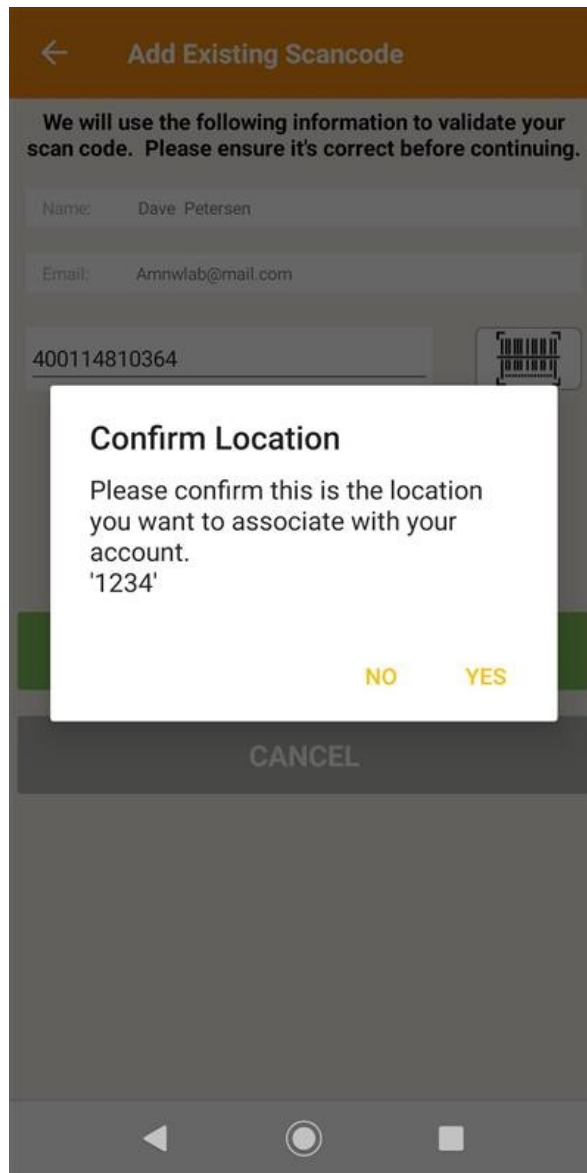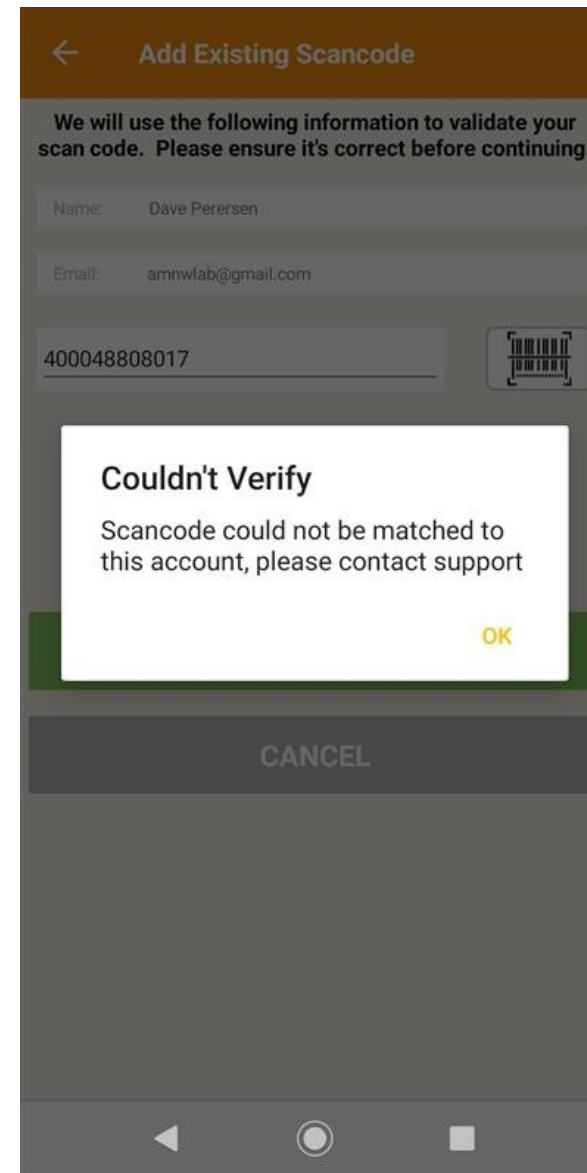
- **No –** The consumer will need to reach out to the operator. Operator will need to get the consumers physical market card number, market location name, and consumers first/last name, and email address. This information would need to be sent to Avanti Support to have the cards merged.

❑ **I have not received my Registration Email using Mobile First Or the Traditional method at the kiosk.**

- **Answer -**
  - The registration emails can take 5 to 30 minutes to be received.
  - Please ensure your customer registered with an active email.
  - If the consumer is using a company email there is a possibility their employer is blocking the activation emails or could be in the consumers spam folder. The operator will need to work with their client to ensure this service is not blocked.
  - Please refer the Avanti network requirements document located in the Avanti Institute.

❑ **If a consumer adds funds to their Virtual Mobile app while not associated with the operator org how will operator receive the funds?**

- **Answer -** Any funds added to the consumers mobile app prior to being associated with a location will automatically be transferred at the time the consumer scans their virtual card at the kiosk. This activity is captured on the Cash Flow report. The Pre-Activation Balance Transfer field captures this activity.

Mobile First FAQ

❑ **Can a disabled virtual mobile app card be re-enabled?**

• **Answer – No** The consumer will need to create a new market card and contact the operator for assistance. The operator will need to contact Avanti support to have the market card added to this account.

❑ **Will the card start balance work with mobile first?**

• **Answer – Yes** If the consumer activates their virtual card at the kiosk while before the card start balance expiration date the consumer will receive the starting balance amount.

❑ **Will legacy kiosks using 1D scanners support mobile app virtual market cards?**

• **Answer – No** The legacy kiosks will need to be updated with the new 2D scanners which are available on the Avanti Order site. The 1D scanners were discontinued in 2015

Legacy 1D Scanner
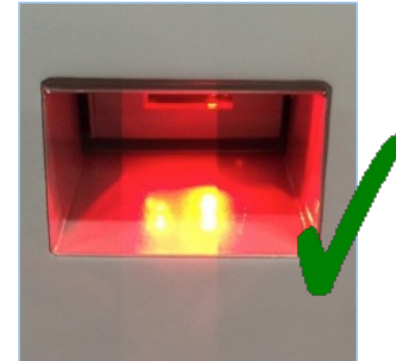
2D Scanner

Marketing **Support**

❑ **Mobile App Promotional Support is Available through Zendesk**

- **Avantimarkets.Zendesk.com**
  - **Login/create an account**
  - **Search for 'mobile app"**

- Materials include
  - Kiosk commercials
  - Posters, fridge clings
  - Email communication templates
  - Support documents

Questions?