



# 10 IDEAS

## For Getting Back to Business During COVID Times.

FOR OPERATORS OF AVANTI MARKETS

# Introduction

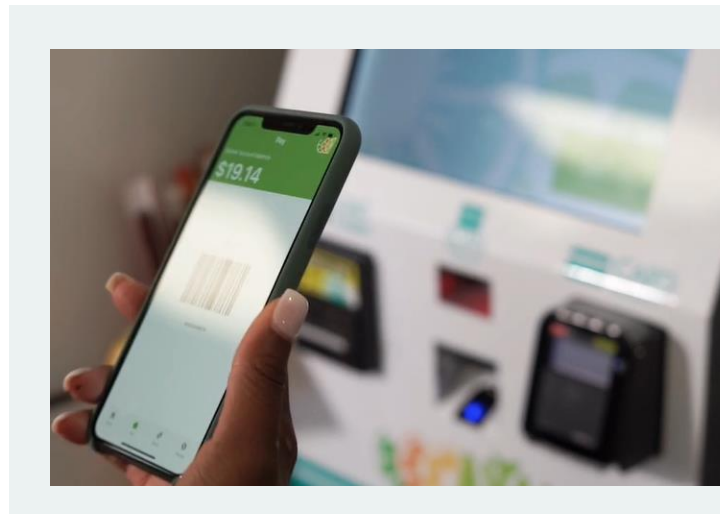
**As employees are increasingly returning to work, operators can take this opportunity to bring awareness reintroduce the micro market. A company's micro market provides a natural touchpoint for employers to positively communicate and show they care.**

**This guide is a collection of ideas to share to help stimulate business during this time.**

It is paired to a collection of resources for Avanti operators to download online from the Avanti Institute: [avanti.knowledgeanywhere.com](http://avanti.knowledgeanywhere.com)

## Contents

- 1 No Touch Purchase
- 2 Mobile App Registration
- 3 Floor Decals
- 4 Market Signage
- 5 Market Cleaning Log
- 6 Micro Markets vs Vending
- 7 General Communications on Sanitization
- 8 Market Re-Grand Opening Kit
- 9 Communications Templates
- 10 Employee Rewards Programs



RESOURCE

Download NAMA Reopening  
Checklists online at  
[Namenow.org/covid](http://Namenow.org/covid)

# 1 | No-Touch Purchase Materials

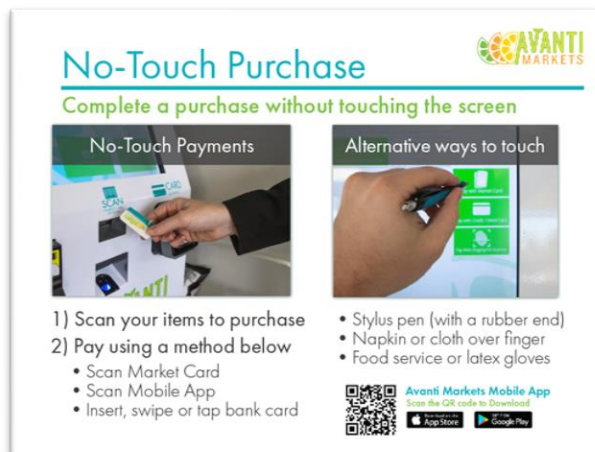
## PURPOSE

Remind market users that they can make a purchase without touching the kiosk screen by scanning items and then scanning mobile app or market member card.

## RESOURCES

No-Touch kiosk commercial

Flyer for distribution for host locations



**No-Touch Purchase**  
Complete a purchase without touching the screen

**No-Touch Payments**

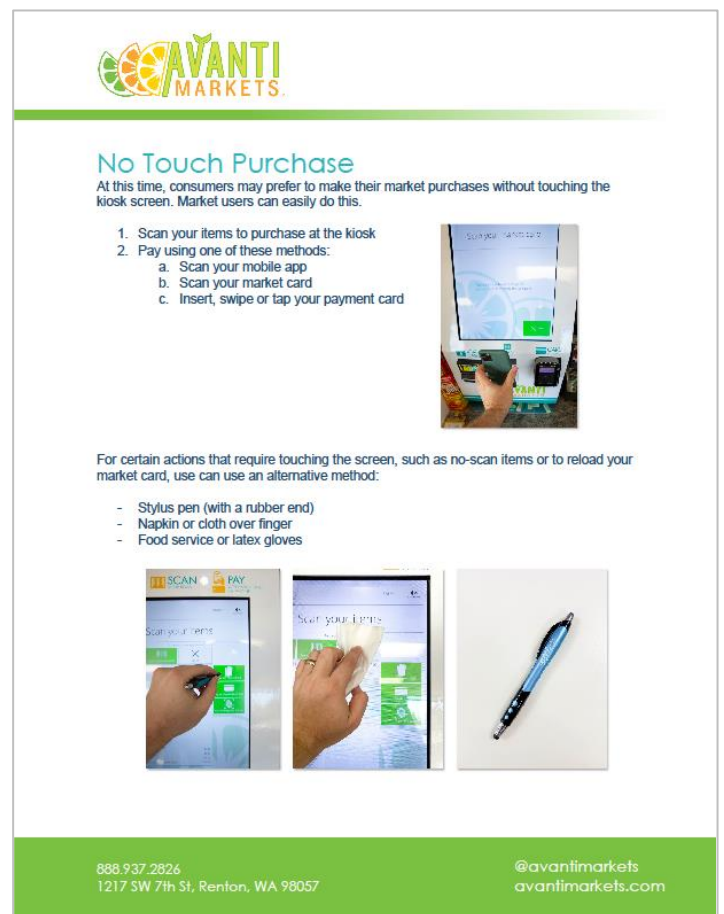
**Alternative ways to touch**

- 1) Scan your items to purchase
- 2) Pay using a method below
  - Scan Market Card
  - Scan Mobile App
  - Insert, swipe or tap bank card

- Stylus pen (with a rubber end)
- Napkin or cloth over finger
- Food service or latex gloves

Avanti Markets Mobile App  
Scan the QR code to Download

App Store | Google Play



**No Touch Purchase**  
At this time, consumers may prefer to make their market purchases without touching the kiosk screen. Market users can easily do this.

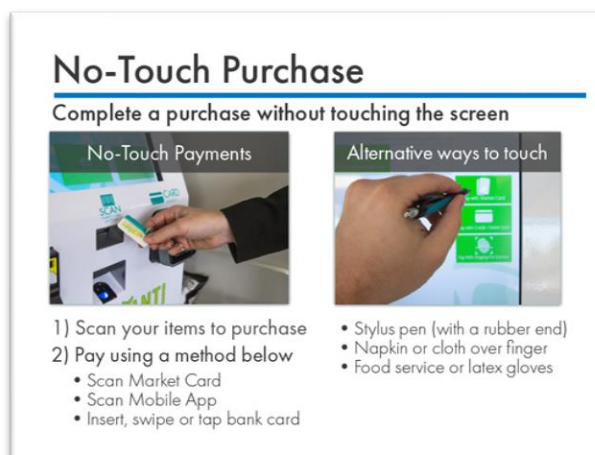
1. Scan your items to purchase at the kiosk
2. Pay using one of these methods:
  - a. Scan your mobile app
  - b. Scan your market card
  - c. Insert, swipe or tap your payment card

For certain actions that require touching the screen, such as no-scan items or to reload your market card, use can use an alternative method:

- Stylus pen (with a rubber end)
- Napkin or cloth over finger
- Food service or latex gloves

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**No-Touch Purchase**  
Complete a purchase without touching the screen

**No-Touch Payments**

**Alternative ways to touch**

- 1) Scan your items to purchase
- 2) Pay using a method below
  - Scan Market Card
  - Scan Mobile App
  - Insert, swipe or tap bank card

- Stylus pen (with a rubber end)
- Napkin or cloth over finger
- Food service or latex gloves

You can find and download the resources online from the Avanti Institute at

## Mobile App Registration / Purchase Guidance

### PURPOSE

Show market users they can register for an account and make a purchase without needing to touch the kiosk screen.

### RESOURCES

Infographic comparing the mobile app and the kiosk for account registration and payment.

**AVANTI MARKETS**

### Using Your Avanti Markets Member Account

**using the Mobile App**

- Download**  
Download the Avanti Markets app from the App Store (iOS) or Google Play Store (Android).
- Register or login to account**  
From the mobile app welcome page, you can register by clicking "Join Now" and following the steps to register a new account - or login with an existing Avanti Markets Member Account.
- Add Value**  
Use a credit/debit card to add value to your market account using the RELOAD tab.
- Manage**  
**My Account**  
Edit your personal information or change your password.  
**History**  
View your account purchase history and details.
- Shop & Pay**  
Shop the market and pay for your items at the kiosk.

**at the Kiosk**

- Register**  
Scan a new Market Card\* at your kiosk and follow the on-screen instructions for registering a new account.  
\*You can find new market cards near your kiosk. If there are none nearby, please contact your local operator or Avanti Markets customer support can help connect you.
- Add Value**  
Add value to your market account with a credit or debit card, or use cash. Check with your HR representative to see if payroll deduct is available at your location.
- Fingerprint**  
**Pay-by-Fingerprint (Optional)**  
The ultimate convenience! You have the option to register your fingerprint at the kiosk and link it to your account. Use your fingerprint to pay or to manage your account.
- Manage**  
Use your physical market card, use the barcode on your mobile app, or scan your fingerprint (if enrolled) to access your market account. Add funds & keep track of your progress on active promotions at your market. (eg: Buy 4, Get 5th Free)
- Shop & Pay**  
Shop the market and pay for your items at the kiosk.

**How to Pay**  
When you're ready to check out, there are a few options to pay for your items at the Kiosk.

**Market Member Account**

- Scan market card
- Scan Mobile App barcode
- Thumbprint scanner

**Credit or Debit**

- Pay balance with a major credit or debit card

**Account Access**  
Manage your account from anywhere, at anytime.

**Market Member Account**

- On the mobile app
- At your market kiosk
- Online at MyMarketCard.com



### 3 | Floor Decals for Physical Distancing

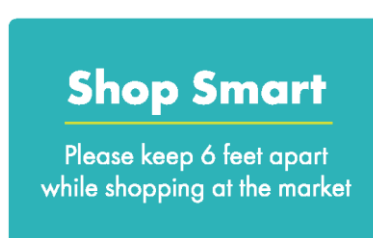
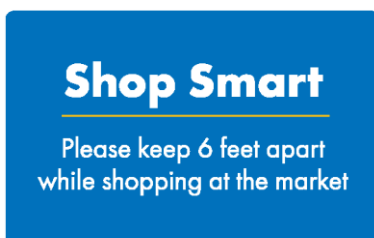
#### PURPOSE

With social distancing gaining importance, some businesses are placing physical markers of social distances as floor decals to help. Markers on floor may help market users keep appropriate distance when queuing for access to coolers, racks or kiosks.

There are numerous online printing companies that specialize in pre-printed floor decals or custom printing your own design including; Safely6ft.com, Displays2go.com, Signs.com

#### RESOURCES

Design templates ready to print for interested operators.



## 4 | Market Signage

### PURPOSE

Reminders to wash your hands before and after shopping at the market, and to avoid touching products without intent to purchase.

### RESOURCES

Ready to Print Signs

8.5 x 11

11 x 17 signs

**Please Wash Your Hands**



**Before & After  
Shopping at the Market**

# 5 | Market Cleaning Log

## PURPOSE

With today’s heightened awareness of cleaning and sanitation across company locations, operators may want to partner with locations for cleaning schedule and tracking. Some Avanti operators are also using cooler handle covers.

Help your company contact and the market users feel confidence in using the market and your cleaning practices within market by tracking when it was last cleaned.

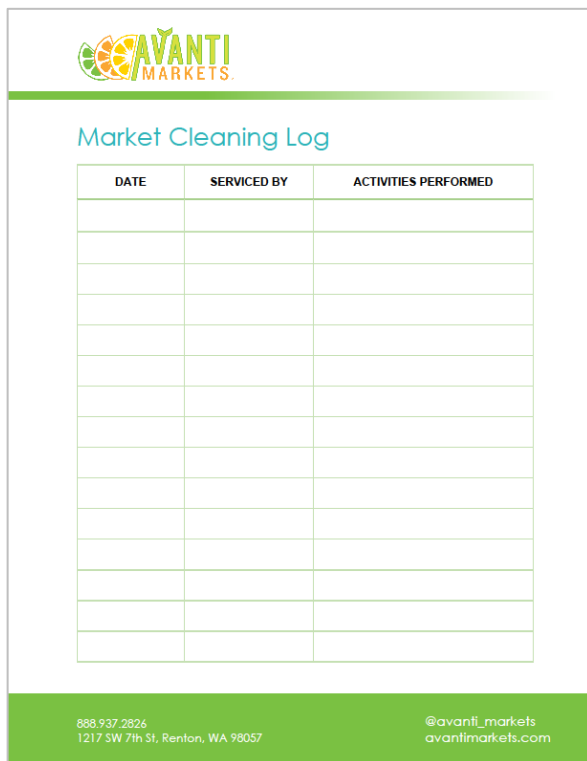
## RESOURCE

Editable MS Word Template

## IDEA

Cooler handle covers

- [Nanoseptic.com](http://Nanoseptic.com)
- [Safehandles.com](http://Safehandles.com)



The screenshot shows a document titled "Market Cleaning Log" with the Avanti Markets logo at the top. Below the title is a table with three columns: "DATE", "SERVICED BY", and "ACTIVITIES PERFORMED". The table has 12 empty rows for data entry. At the bottom of the document, there is contact information: "888.937.2826", "1217 SW 7th St, Renton, WA 98057", "@avanti\_markets", and "avantimarkets.com".

DATE	SERVICED BY	ACTIVITIES PERFORMED

## Micro Markets vs. Vending Which is safer in COVID times?



### PURPOSE

Understand the differences with shared touch points between vending and micro markets. Helping clients see that micro markets may still be safer than vending (with fewer consumer touchpoints)

### RESOURCE

Short PowerPoint to compare the options

## COMPARISON

Protection Provided	Micro Markets	Vending
No Touch Transaction at Kiosk?	Yes – via Mobile or physical market card scan	<ul style="list-style-type: none"> <li>• Need to touch buttons to select products</li> <li>• Need to swipe card or pay cash in most instances</li> </ul>
No Touch Product?	<ul style="list-style-type: none"> <li>• Possibility that a customer could sneeze or cough on packaged food that is on the racks or in the coolers</li> <li>• Signage &amp; communications can help promote best practices (e.g. take what you touch, wear mask when shopping)</li> </ul>	<ul style="list-style-type: none"> <li>• Since product is behind glass, it is perceived as no touch, but you still need to reach into the dispensing bin. <i>Every customer has to reach into the same slot!</i></li> </ul>
Can Retrofit for Improved Virus Protection?	Option to use a product like <a href="https://www.nanoseptic.com/">https://www.nanoseptic.com/</a> to address cooler door handles	<ul style="list-style-type: none"> <li>• Not aware of any solutions</li> </ul>
Product Merchandising?	Comparable – Both scenarios require someone to touch (pick up and place) product when stocking	






# General Sanitizing Communications

## PURPOSE

Communication of cleaning practices with host locations.

## RESOURCES

- Covid-19 - Policies & Sanitization Practices
- Market Cleaning Kiosk Commercials
- Market Sanitation Recommendations



### Market Sanitation Recommendations

Ensuring a clean and safe market should be a joint effort between you and your market operator. While market drivers will employ various cleaning techniques while they are on site servicing your market, it is recommended that you also supplement their efforts at other times throughout the day.

You can coordinate with your market operator and delivery driver to ensure you are working together to keep your market clean and safe.

During a routine market servicing, you can expect your market driver will:

1. Wear gloves while servicing and cleaning the market
2. Restock food, snacks and beverages
3. Wipe down the kiosk screen with the recommended cleaning solution (1:1 water and 70% isopropyl alcohol)
4. Wipe down handles to coolers and other equipment such as coffee machines or counters where equipment sits

On days when your market is serviced: You should perform similar cleaning duties throughout the day, but do not clean the kiosk screen more than one additional time.

On days when your market is not serviced: You should perform similar cleaning duties throughout the day, but do not clean the kiosk screen more than two times per day.

Always use the recommended cleaning solution of one part water to one part 70% isopropyl alcohol, sprayed on a microfiber cloth.

#### Preventing Kiosk Screen Damage

As with other touchscreen devices, strong chemicals can easily damage the kiosk screen in your market. It is important to use the recommended cleaning solution of one part water and one part 70% isopropyl alcohol to clean your kiosk screens, no more than two times daily."

To clean your kiosk screens, we recommend a 1:1 solution of water and 70% isopropyl alcohol on a microfiber cloth.

- Spray the solution onto the cloth and wipe the screen
- Do not spray directly onto the screen
- Do not clean your screens more than two times a day
- **Note that improper cleaning or the use of products that are not recommended can result in damage to the kiosk screen**

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**In addition to regular cleaning procedures at your facility...**

Your market servicer is providing thorough cleanings of the market equipment on a weekly basis.



**This is intended to be a guideline for messaging to your clients. You should adapt as they apply to your operation.**

[Insert Company Name]  
**Policies & Practices – COVID-19**

To Our Valued Clients:

During this challenging time, we want to share with you our policies and actions, as they relate to Coronavirus (COVID-19). Please know that we are taking this situation very seriously and are undertaking all necessary steps to ensure the safety of all our employees, products, and services.

The safety of our clients, employees, and their families, continues to be our top priority. With that, we have implemented enhanced practices while servicing your location, as well as enhanced practices in our own facilities, including our offices, warehouses, and transportation equipment.

Here are the steps we are taking in your location, as of now: *(edit these bullets as they apply to your operation)*

- At a minimum, weekly sanitization of your micro-market, vending equipment, coffee brewers, and all other equipment provided and maintained by us
- Your Route Driver has the appropriate cleaning products and tools to ensure this sanitization
- Gloves have been provided to all Route Drivers, to be used when servicing your location
- For our management teams, we have minimized client meetings and field visits

Here are the steps we are taking in our own facilities, as of now: *(edit these bullets as they apply to your operation)*

- Enhanced and increased sanitization by our cleaning staff
- Communications and training on proper hygiene practices, to maintain a safe workplace
- Restrictions on travel, including encouragement of avoiding personal travel where possible
- Employees who feel any signs of illness are asked to stay home, and to contact their health professional
- A "No Handshake" policy has been implemented

We are committed in our continued service to you and will be monitoring the daily updates and changes as they become available.

Our goal is to continue to provide the excellent service you have come to expect, while doing so in the safest way possible.

Thank you.

Sincerely,

# 8 | Market Re-Grand Opening Kit

## PURPOSE

Materials to support a grand re-opening for markets that have been closed completely. Materials encourage mobile-first registration, which will assist with no-touch purchases.

## RESOURCES

- Grand Opening Support Materials
- How to Use an Avanti Account
- Installation and Grand Opening Suggestions
- Marketing Opening Invitation
- Template Letter for Employees
- Welcome Letter for Host Locations



## PURPOSE

Help you communicate with your clients to show the steps you are taking to address their concerns regarding their employees using the markets, how the markets are cleaned, and what precautions route drivers are taking.

## RESOURCES

### Editable MS Word Templates

- Template #1- Communicating with your Host Sites
- Template #2- Host Sites Communicating with their Employees

[Back in Business Communications Templates- Returning to the Workplace after Covid-19](#)

#### Template #1- Communicating with your Host Sites

**Purpose:** Help build confidence with your customers, so they feel more at ease having their market operating as employees return to work.

INSERT COMPANY LOGO  
OR PLACE ON LETTERHEAD

This is intended to be a guideline for messaging to your clients. You should edit these details as they apply to your operation.

[Insert Company Name]

#### Policies & Practices – Return to Business

Dear Client,

We are writing today to confirm that we will continue to stock and service your micro market, based on our recent conversation.

When we spoke earlier, you noted your concerns as following:

- (This should be a personalized list or summary of a discussion you have with each of your clients. Each customer will have different needs and protocols.)
- May include things like new requirements for entry/exit, logging time and date of your visit, cleaning procedures, etc.

Here is what we are doing to address them:

- (This should be a personalized list of actions you and your drivers are taking. Each customer will have different needs and protocols in place with regards to cleaning and stocking the market)
- Things to include- Driver protocols, including use of PPE, changing gloves between accounts, warehouse protocols, packaged food only, signage in the market (physical distancing, hand washing), your cleaning protocols, etc.

We truly believe that a micro market will be one of the safest ways for employees to get meals and snacks at work during this time. It will prevent them from leaving the office area and encountering more people, thus limiting any further potential spread of the virus within our communities and your workplace.

If you have any additional concerns, please reach out to me. We are here to be your partner in keeping your employees fueled, safe and healthy.

(Note to Operators- You may also want to consider some sort of incentive to help encourage people to start using the market again- coupons, meal allowance, promotions. Discuss these options with your client and see if they would like to subsidize any of these options for their employees.)

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# 10 | Employee Rewards Programs

## PURPOSE

A company's micro market provides a natural touchpoint for employers to positively communicate and show they care. By offering a special 'welcome back' reward shows appreciation and incentivizes staff to stay safely onsite for snack and meals.

## RESOURCES

Login to the Avanti Institute to get the full template package and AMS How To instructions.

- Meal Allowance Program
- Custom Coupons
- Promotions

You can find and download the resources online from the Avanti Institute at