



Avanti Markets

Sales & Marketing Market Retention

Retaining your Market Customers & Creating Stickiness

Document Revision Description	Date
RELEASE 1.0 AIMEE module	02/19/2018

Customer Retention Challenges for the Unattended Market

In the unattended market, customers are anonymous. Site security monitoring and customer support is all manual. And, with the Internet age and the expectation of instant information, retaining the *Demand* generation is challenging. Loyalty is limited and not yet tailored to consumers.

Creating a 360 Interaction Plan for your Market

The goal is to create a holistic interaction plan for your customer base. This includes using the following interaction techniques by way of your market kiosk:

- Mobile apps
- Coupons & commercials
- National branding
- Convenient pay methods



Figure 1: 360-Interaction Plan

To maximize your kiosk engagement

1. Concentrate on what is in your consumer's pockets to increase engagement:
 - Market account cards, mobile phone app, and fingerprint scanner payment (preferred method)
 - Debit/credit cards and tap-n-go pay methods including, Apple Pay, Samsung Pay, and Android Pay
 - Corporate campus accounts
2. Engage your market's corporate culture and security requirements, including:
 - Payroll deduction feature
 - Subsidized, house accounts and campus accounts
3. Enable your consumers to drive merchandising, reduce stales, and reduce theft. All of which can increase revenue.
4. Use the following table when devising a kiosk engagement plan for your market.

Table 1: Kiosk Engagement Planning

	Processing Fee Transaction fee in %	Authentication Confirms user identity	Authorization Confirms sufficient funds	Data Captures buying habits
	4.95%	Authenticates in the AMS system against the consumer's Market Account.	Authorizes payment against Market Account & reloads if needed from CC/DC/PD/cash.	Maps cart & purchase value to consumer. Tracks buying trends. Enables easy refunds. Drives tailored offers.
	5.45%	Authenticates in the credit card system "on the rails."	Authorizes payment against Visa, MasterCard, Amex, etc. via card or mobile payment app.	Capture first 6 and the last 4 digits of credit card. Manual process to track the cart value and therefore, no buying-trend tracking. Refunds are challenging.
	TBD	Authenticates in the third-party system against payroll deduction or a stored value account.	Authorizes payment against third-party system and reloads (if needed) from relevant payment source.	TBD. Data sent to third-party system.

Analyzing the Kiosk Engagement Methods

The following discusses the various kiosk engagement types, their advantages, and disadvantages.

Market Accounts

This is the preferred kiosk engagement and you should promote this as much as possible. The following explains how this enables market retention and consumer stickiness:

- Simplifies the consumer profile, tracking buying trends/preferences
- Enables you to implement and store a rewards/points program and target promotions
- Provides three points for transactions; card, mobile app, and fingerprint
- Enables you to include your specific market branding





Payroll Deduction

Benefits of implementing the payroll deduction feature in your markets, include an increase in same location sales by 30 percent.

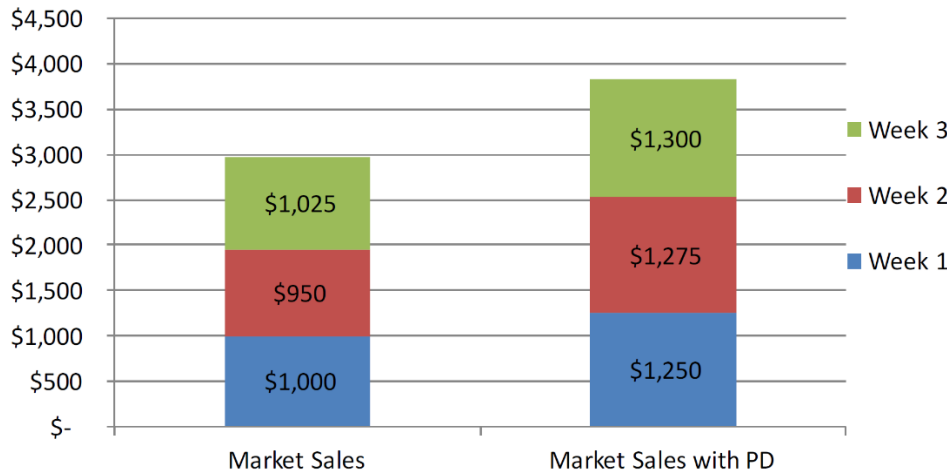


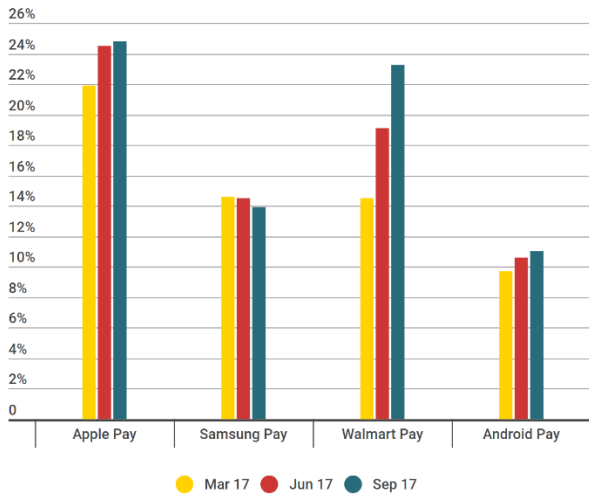
Figure 2: Advantages of Payroll Deduction

Tap-n-Go Mobile Payments

According to a survey by PYMTS.com, the most recent 2017 data shows that tap-n-go payment use has flattened out.

APPLE PAY IS THE MOST TRIED AND THE MOST USED MOBILE WALLET

HAVE YOU EVER TRIED THE MOBILE WALLETS BELOW?



HAVE YOU USED THE MOBILE WALLET FOR THE SURVEYED TRANSACTION?

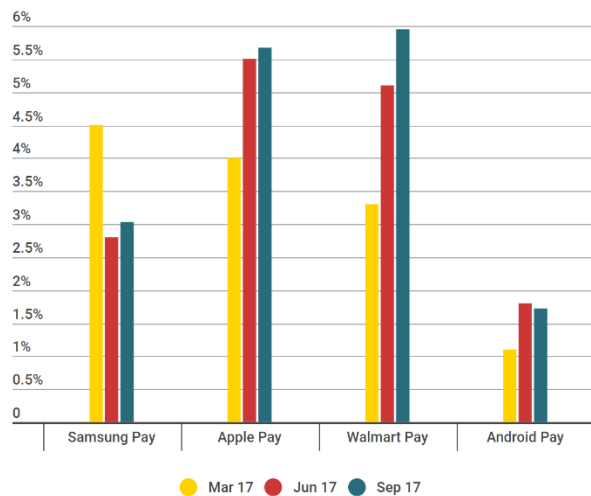


Figure 3: 2017 Mobile Tap-n-Go Payment Usage

THE MOBILE WALLET ADOPTION STORY

SLOW AND NOT SO STEADY

HAVE YOU EVER TRIED THE MOBILE WALLETS BELOW?

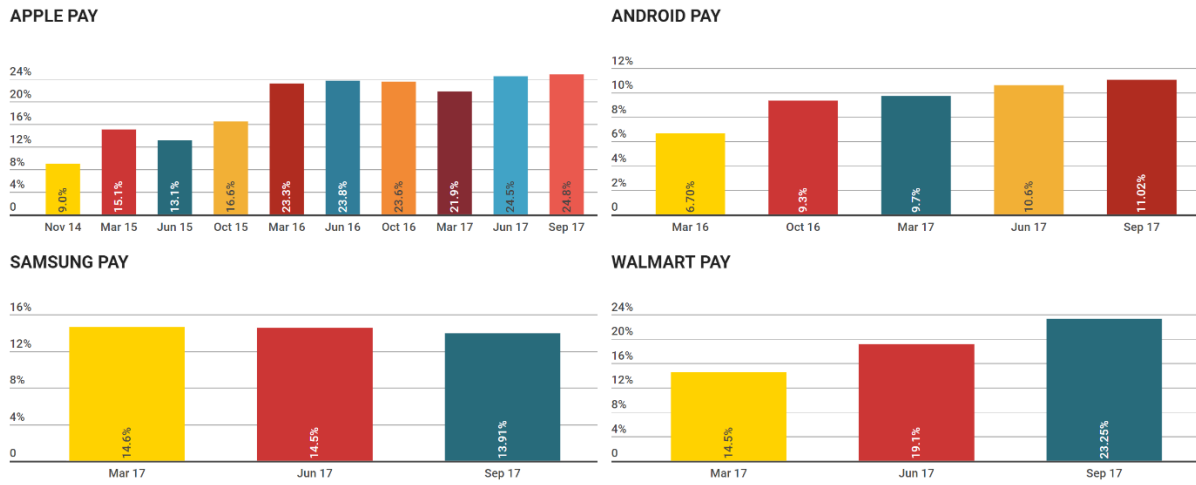


Figure 4: Mobile Tap-n-Go Payment Usage Adoption History

What Makes the Starbucks Tap-n-Go Story Different?

Starbucks started with a payment card like the Avanti Markets Card. The Starbucks mobile app payment process transitioned organically from their card.

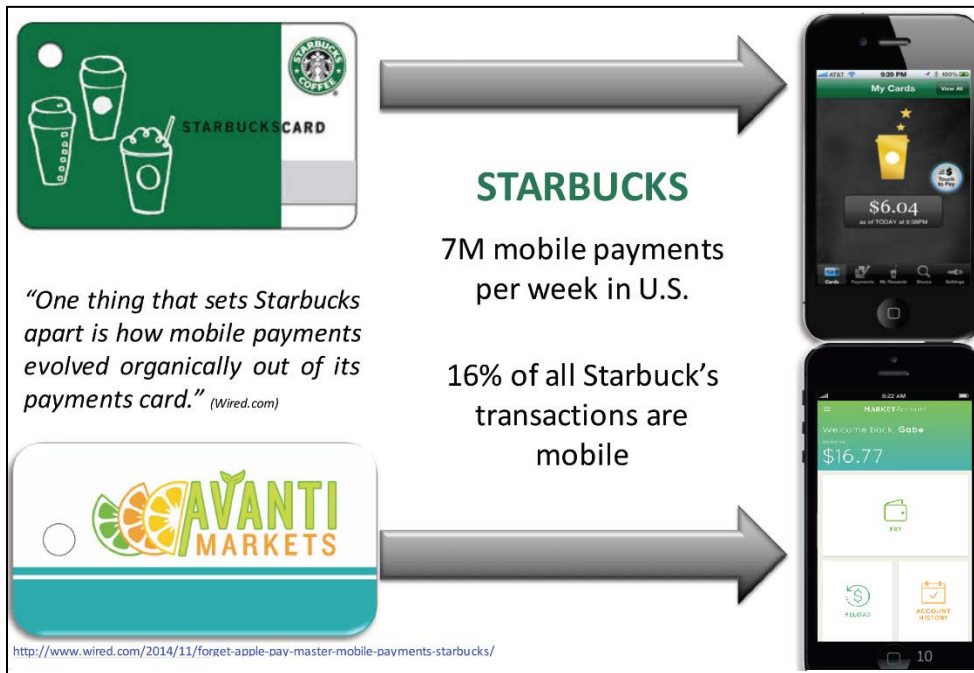


Figure 5: Starbucks Mobile Tap-n-Go Payment Story

The Avanti Markets Mobile App Built for Customer Engagement

Built into the mobile app is customer support Help topics and an email address for sending feedback. Eventually, market users can utilize campaign promotions and product discounts using the mobile app.

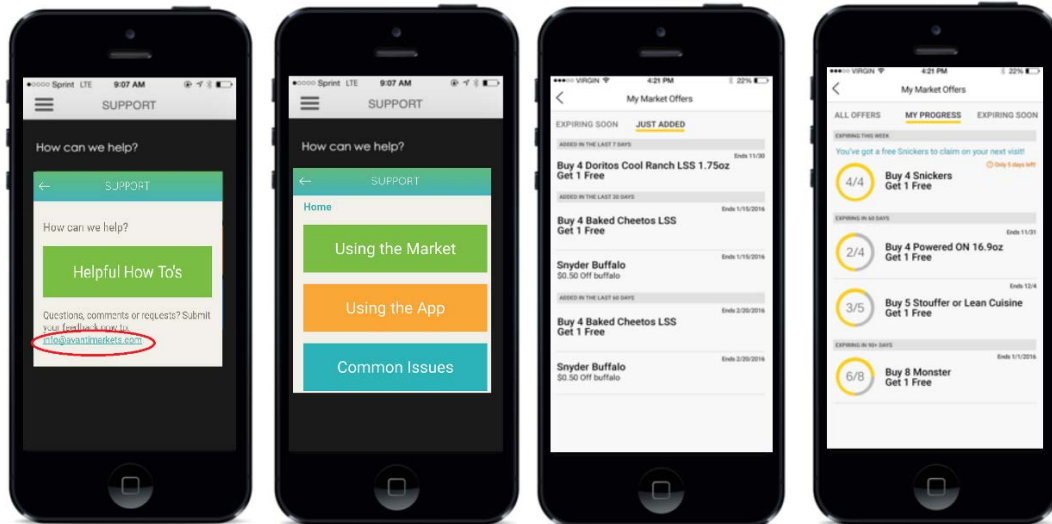


Figure 6: Avanti Markets Mobile Tap-n-Go Payment Story

Increasing your Market Consumption

Pay attention to your market users. One of the biggest growing populations in the workplace are Millennials. According to the 2015 NAMA Millennial Advisory Board Report, the following product offers can increase market consumption in your micro market:

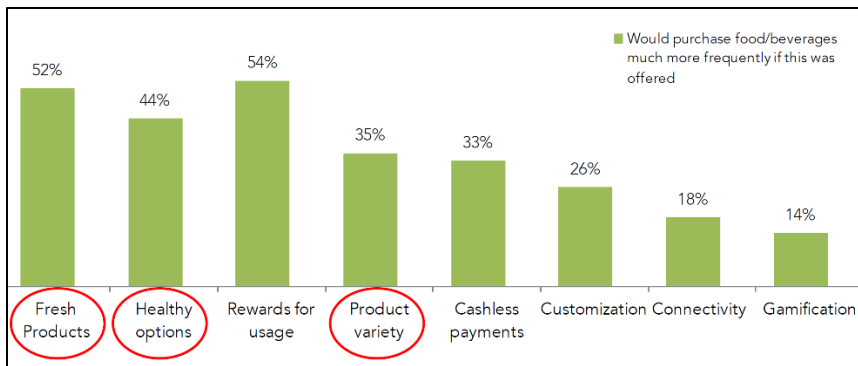
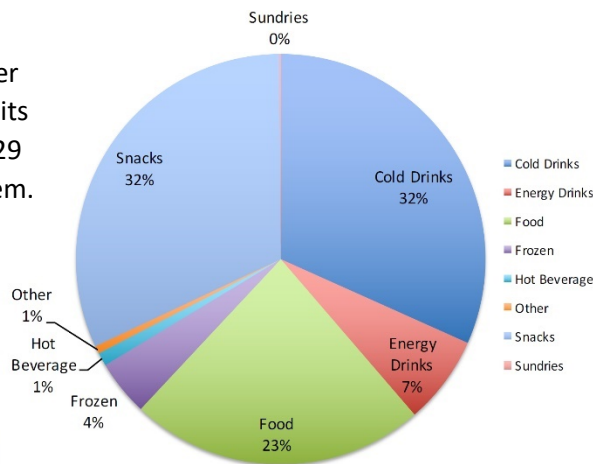


Figure 7: Increase Millennial Consumption Data

A study sampling 220 Markets from October 1st – 31st, 2015 resulted in 465,015 total units sold or total \$793,642.11 in sales. Every 4.29 transaction is a consumer buying a food item.



Segment the Day

By organizing the day into mealtime opportunities, you can maximize your merchandising and your profits. Think about what types of products users would consume when, throughout the day.

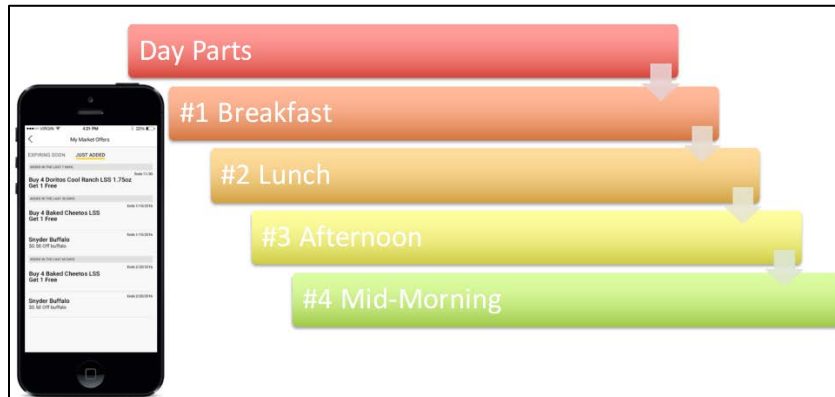


Figure 8: Day Segmentation

Considering All Types of Engagements

Consumer engagement can take all forms, including community outreach, reward programs, games, and unattended retail. 48 percent of Millennials play games, daily. Game economy can drive demand and product location. Game play and unattended retail purchase behavior conveniently all tie into a single consumer profile. The following figures include good examples of unique and effective brand engagement campaigns that operators can own.

This figure provides three examples of brand engagement:

- Dr. Pepper Snapple 'Let's Play':** A screenshot of the website's 'Our Values' section. A red arrow points to the 'Let's Play' link. The page features three initiatives: 'Getting Kids Active' (highlighted with a red box), 'Growing For The Future', and 'Improving Communities'.
- mycoke rewards:** A screenshot of the rewards app interface. A red arrow points to the 'Instant Win' option in the 'View by Type' section.
- Oreo Twist Lick Dunk:** A hand holding a smartphone displaying the Oreo game interface, showing a score of 11,262.

Figure 9: Examples of Brand Engagement

The Future for Brand Engagement



Figure 10: Future of Promotions

According to 2015 NAMA Millennial Advisory Board Report, the best brands provide a superior product AND a superior experience. For example:



Starbucks does not only provide great coffee but a hangout spot, including free Wi-Fi for recreational and professional meetups.



Panera feels like home. They have a fireplace in most Panera's to make you feel cozy, it's frequently not overly noisy, they have free Wi-Fi, and a lot of small tables to accommodate one or two people for sitting, studying, or just hanging out.



Whole Foods is honest and has natural, quality products. They are honest and natural and people love going there to try new products, especially new beverages.

Stickiness through Branding

360 customer engagement includes your logo on every consumer touch point: mobile apps, market cards, promotional assets (commercials & coupons), community outreach, rewards programs, and other similar engagement tactics.



Sales & Marketing Knowledge Check

To check your knowledge, answer the following questions:

1. Select all applicable methods included in a 360-engagement plan.
 - National brands
 - Mobile apps
 - Coupons & commercials
 - None of the above
2. Corporate campus cards and subsidized house accounts are not included in a 360-engagement plan. True or False
3. Market card payment method captures the most customer profile information for creating consumer stickiness. True or False
4. Debit/credit and tap-n-go payment methods have the following processing fee:
 - Less than 5%
 - Greater than 5%
 - No processing fees
 - Currently, unknown
5. Using market cards enables you to do the following:
 - Include your specific market logo
 - Provide easy refunds
 - Provide product discounts and promotions
 - Track consumer buying trends
 - None of the above
6. Implementing payroll deduction payment method can decrease same location sales by over 30 percent.
 True or False
7. Which year saw the most increase in mobile wallet use?
 - Between Oct. 2016 and March 2017
 - Between Oct. 2015 and June 2016
 - Between Mar. 2016 and Oct. 2016
 - Between Mar. 2017 and June 2017
8. Starbucks mobile/tap-n-go wallet and Avanti Market Card mobile/tap-n-go wallet have what in common?
 - Both provide consumer habits tracking capabilities
 - Both evolved from a payment card
 - Both provide product discount capabilities
 - All the above
9. Who is the largest growing population in the workplace?
 - Baby Boomers
 - Millennials
 - Centennials
 - Generation X
10. The best brands not only provide an exceptional product but also a superior/memorable experience. True or False