

Access C-Store Growth Marketing

# FlightPath

## Service Overview

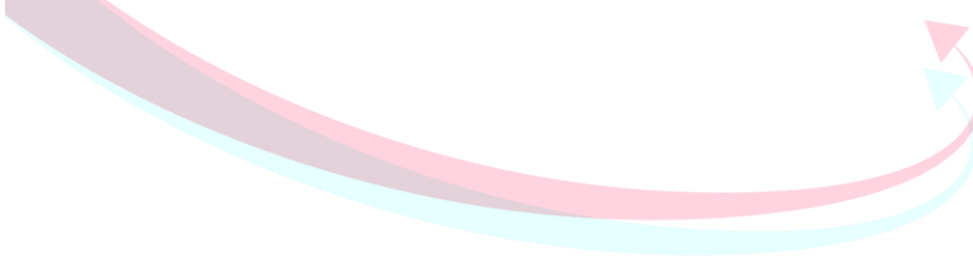
Together we'll land this implementation

# Contents

A horizontal bar with three segments: white, dark red, and teal.

By the end of this document, you'll be well-prepared to choose the FlightPath that best suits your needs.

- **What is FlightPath?**
  - FlightPath & Evo
  - **Your FlightPath Options**
  - **Functionality**
  - **Services**
  - **Additional Services**
  - **Terms & Conditions**
- 
- Two large, curved arrows pointing towards the bottom right. The top arrow is pink and the bottom arrow is teal. They overlap each other.



*We believe wholeheartedly that the functionality that our software offers our customers is very important, but it is only half of the value equation. How the system is rolled out is critical if full value from your new investment is to be achieved.*

**Fabrice Dreneau, Chief Customer Success Officer, Access Group**



## About

Each FlightPath implementation programme from Access follows a well-defined journey. Our aim is to give you value from your investment as quickly and as fully as possible. Using our years of software deployment expertise, we have defined the FlightPath methodology.

## Typical Questions



- How can we ensure a successful outcome?
- How quickly will we get a return on investment?
- How quickly will my colleagues adopt the new software?
- How will I be supported?

## Our Response



Our FlightPath methodology means we:

- Clearly define the outcomes for each stage of your implementation through to early adoption
- Put the software in your hands at the earliest opportunity with a learn as you use approach
- Supply e-learning materials to share with your colleagues
- Provide a named onboarder who will guide you through key milestones and track issues and actions through our Customer Success portal

## Our Commitment



We will:

- Ensure that roles and responsibilities are completely clear
- Be transparent on your effort commitment
- Set expectations on project duration
- Remain by your side until your FlightPath Outcomes have been achieved

# Access C-Store Growth Marketing FlightPath A Overview

## Customer Profile:

A FlightPath for convenience store clients who are looking to implement profitable and engaging loyalty programs to drive business.

## FlightPath Outcomes

Following your FlightPath, you will:



Have launched your new integrated loyalty program



Have migrated your existing loyalty database



Have created marketing and promotional emails through the Paytronix messaging platform



Have access to self service tools to manage your loyalty program in Paytronix



Have access to a comprehensive library of loyalty reporting and analytics

## Customer Effort

A typical FlightPath requires 70 hours effort from your team to go live with your new system.

## Typical Duration

70% of our customers go live with their system within 15 weeks.

## Optimal Duration

Customers with the capacity to complete their activities quickly take as little as 13 weeks from purchase to go-live.

## FlightPath Experience

This is an Onboarder led experience. Your onboarder will deliver training and configuration sessions guiding you through your go-live activities. You will be supported with day-to-day question by our FlightPath Adoption Team through in-product live chat. \*

Each of our FlightPath Packages delivers a tailored set of system functionalities, strategically crafted to align with your business needs and drive impact.

| Product features included in FlightPath for Access C-Store Growth Marketing |                                                                                                       |              |
|-----------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|--------------|
| Feature                                                                     | Summary                                                                                               | FlightPath A |
| Loyalty                                                                     | Create a customer engagement platform which includes rewards to help increase guest spend and visits. | ●            |
| AI Win-Back Campaign & 1:1 Nurturing                                        | AI driven email campaign targeting guests who have lapsed in visits to drive new visits.              | ●            |
| Automatic Conversion Program                                                | A loyalty program where points convert to a reward at a pre-defined threshold.                        | ●            |
| Bankable Points Program                                                     | A loyalty program where guests can choose the reward they want to purchase with their points.         | ●            |
| Guest Website                                                               | A customizable website where customers can interact with your programs.                               | ●            |
| Tier 3 Tobacco Reporting                                                    | Setup of Tier 3 Tobacco Reporting.                                                                    | ●            |

Each of our FlightPath Packages offers a curated suite of outcome-driven services, expertly designed to deliver the fastest possible return on investment (ROI).

| Implementation Services Included in FlightPath for Access C-Store Growth Marketing |                                                                                                                                                                                                                            |              |
|------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Service                                                                            | Summary                                                                                                                                                                                                                    | FlightPath A |
| Welcome Call                                                                       | Call with the client to introduce themselves, discuss project timeframes and roles and responsibilities.                                                                                                                   | ●            |
| Data Mapping & Requirement Gathering Intro                                         | Your Onboarder will walk you through the data fields needed for your migration // Your Onboarder will walk you through the standard information required to configure the system to your program requirements.             | ●            |
| Requirement Gathering 1                                                            | Your Onboarder will walk you through any outstanding requirements needed to configure your programme requirements.                                                                                                         | ●            |
| Requirement Gathering 2                                                            | Your Onboarder will work with you to approve and finalize all program requirements.                                                                                                                                        | ●            |
| Testing Event 1                                                                    | Your Onboarder will run through a series of pre-defined tests to ensure your POS configuration is correct. They will then make any necessary updates.                                                                      | ●            |
| Tier 3 Tobacco Check In                                                            | Your Onboarder will discuss remaining tasks and next steps specific to Tier 3 Tobacco.                                                                                                                                     | ●            |
| Data Import Session (External)                                                     | Session to review the provided data and determine the fields to be migrated.                                                                                                                                               | ●            |
| Testing Event 2                                                                    | Your Onboarder will run through a series of pre-defined tests to ensure your POS configuration is correct. They will then make any necessary updates.                                                                      | ●            |
| Testing Event 3                                                                    | Your Onboarder will run through a series of pre-defined tests to ensure your POS configuration is correct. They will then make any necessary updates.                                                                      | ●            |
| Testing Event 4                                                                    | Your Onboarder will run through a series of pre-defined tests to ensure your POS configuration is correct. They will then make any necessary updates.                                                                      | ●            |
| Program Walkthrough                                                                | Call with client to retest POS with all necessary stakeholders who need to approve the program.                                                                                                                            | ●            |
| Tier 3 Tobacco Check In                                                            | Your Onboarder will discuss remaining tasks and next steps specific to Tier 3 Tobacco.                                                                                                                                     | ●            |
| Messaging, Loyalty & Campaign Training, Configuration Review                       | Your Onboarder will review messaging and loyalty tools required for launch // Your Onboarder will review the completed messaging and loyalty configuration and define go live tasks // Review of Campaign Messaging tools. | ●            |
| Production Testing Event 1                                                         | Your Onboarder will run through a series of pre-defined tests to ensure your POS configuration is correct. They will then make any necessary updates.                                                                      | ●            |
| Production Testing Event 2                                                         | Your Onboarder will run through a series of pre-defined tests to ensure your POS configuration is correct. They will then make any necessary updates.                                                                      | ●            |
| Reports, User Admin, Store Creation & Customer Service Rep Functions Training      | Training on user creation, new store creation and customer service rep functionality. Review of Paytronix reporting.                                                                                                       | ●            |
| Store Install Check In                                                             | Your Onboarder will check in on status of store installs and discuss any issues.                                                                                                                                           | ●            |
| Go-Live Prep / Check In                                                            | Your Onboarder will walk you through the requires launch tasks.                                                                                                                                                            | ●            |
| Go Live Review 1                                                                   | Time with your onboarder post launch to ensure you are adopting the system effectively.                                                                                                                                    | ●            |
| Go Live Review 2                                                                   | Time with your onboarder post launch to ensure you are adopting the system effectively.                                                                                                                                    | ●            |

Alongside our standard FlightPath packages, we offer value-added services provided by our expert consulting teams. Explore how we can further support your success.

| Additional Services Available for Access C-Store Growth Marketing |                                                                                                |
|-------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| Service                                                           | Summary                                                                                        |
| Refer a Friend                                                    | Configure additional promo to allow guest to refer their friends to receive additional rewards |
| Additional Tiers                                                  | Configuration of an additional 3 loyalty tiers                                                 |
| Alternative Integrations                                          | Integration with 3rd party approved providers*                                                 |
| iPad                                                              | Configuration of iPads to integrate with the system.                                           |
| SMS                                                               | Additional configuration to send text messages as an added messaging channel                   |

\*3rd party approved provider – Rovertown, Koupon Media, Zipline, P97