

Access C-Store Mobile

FlightPath

Service Overview

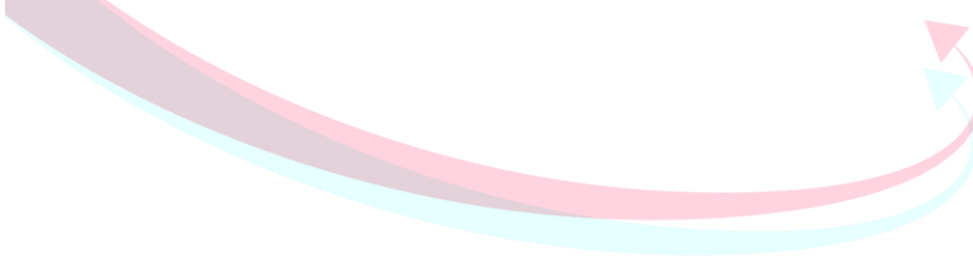
Together we'll land this implementation

Contents



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

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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 Mobile FlightPath A Overview

Customer Profile:

This FlightPath is designed for C-store clients looking to create an engaging mobile app with frictionless ordering and loyalty experiences for their digital guests.

FlightPath Outcomes

Following your FlightPath, you will:



Have a branded mobile app aligned with your company's identity.



Publish an app on the Apple App Store and Google Play Store for easy guest access and downloads.



Create and schedule your first mobile push/pull campaign.



Have both an App dashboard configured for launch, and admin users set up to make adjustments to that dashboard on an on-going basis.



Complete and sign-off on standardized User Acceptance Testing for your app.



Complete an App capability review to understand the current feature set offered in the app.

Customer Effort

A typical FlightPath requires 7-14 hours effort from your team to go live with your new system.

Typical Duration

70% of our customers go live with their system within 10 weeks.

Optimal Duration

Customers with the capacity to complete their activities quickly take as little as 8 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.

Configured product features included in FlightPath for Access C-Store Mobile		
Feature	Summary	FlightPath A
Push and Pull Campaign Messaging	Send mobile messages to your guest via push (device level) or pull (in-app level) messages using scheduled campaigns or rule based logic.	●
Geofencing Push Messaging	Target mobile app guests with location-based push messaging to encourage visits and spend while they are within your defined radius. Examples include targeting guests with expiring reward balances, notify your guests of events being held at the location, or remind guests during morning travels as they pass by to plan a stop on their commute.	●
Mobile Experience Builder	Modify app content on the dashboard screen remotely from the client web editor Mobile Experience Builder using pre-defined components.	●
Enrol With/Without a Card	Offer mobile registration that supports account creation either by creating an account number for the guest or by using a physical card the guest received in store.	●
Account Balances	Give guests access to view all customer-facing balances on their account at any given time.	●
Reset Password	Provide guests 2 ways to reset passwords – through a 'Forgot Password' flow when logged out or through the 'Change Password' screen when logged in.	●
Transaction History	Give guests access to view their loyalty transaction history – including accruals, redemptions, and account adjustments.	●
Location List and Location Details	Surface all locations in the app for guests to view store specific hours, descriptions, maps and more that can be customized any time.	●
Carousels	Promote your brand with image carousels in app that guests can swipe through. Segment image visibility via date-, store-, and wallet balance-specific criteria. Link images to in-app content like locations and rewards or directly to a promotional menu category or item.	●
Localization Support	Let your app speak your users' language! Seamlessly adapt text translations to match each user's device language settings for a truly personalized experience.	●
App Security	Fortified with advanced bot detection and proven third-party hardening technology, our app ensures top-tier security and a seamless user experience.	●

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 Mobile		
Service	Summary	FlightPath A
Welcome Call	Your Onboarder will deliver a welcome call, running you through the project process, roles & responsibilities, and inputs needed from your team.	●
Spin-up Completed	Upon completion of the mobile app specs guide form, your Onboarder will convert the inputs into requirements for build generation. Your Onboarder will then complete an internal review of the app prior to sending to your team for review.	●
Build Release	You Onboarder will provide links to beta versions of both iOS and Android applications. You will complete the Mobile App UAT form, compiling feedback and test cases into a document for review with your Onboarder.	●
Design Feedback Alignment & Training	Upon completion of the UAT form by your team, you will review feedback with your Onboarder. This includes a training on Mobile Experience Builder, a self-service tool in the Client Portal that allows your team to publish content in real time to the mobile app during and post-app launch.	●
Build 2 Completion	With the feedback and completion of any action items required from your team, your Onboarder will convert the information into requirements for final build generation.	●
Build 2 Release	Your Onboarder will complete an internal review of the app prior to sending to your team for final approval. Your Onboarder will provide links to test beta versions of both iOS and Android applications. You will complete the app submission form and a final review before signing off the apps to be submitted to the Apple App Store and Google Play store for review and approval.	●
Launch Date	Your Onboarder will support your launch by releasing the pre-approved iOS and Android apps to the store for guest download.	●
Post Launch Actions at Week 1 and 2	Post launch of the apps, your Onboarder will be available for questions related to app functionality.	●
Adoption Check	Your consultant will monitor and proactively support you through your immediate post go live journey. Ensuring you are using your system successfully in line with your FlightPath outcomes.	●

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 for Access C-Store Mobile (2 selections included, additional selections chargeable)

Service	Summary	FlightPath A
Included Additional Services	Each FlightPath includes a set number of additional services, you can purchase additional services beyond this if required.	2
Reload/Recharge	Provide guests the ability to purchase stored value via credit card to be loaded onto their loyalty account for quick in-store and online purchases.	●
Refer a Friend	Incentivize your guests to refer their friends in this optional program layer. By offering a reward to your existing guests if they invite their friends that join, you increase your brand's reach by increasing program enrolment.	●
Subscriptions	Sell a monthly subscription that awards the guest a single reward, to be redeemed throughout the month they have purchased their membership. Guests can enroll into the subscription, manage payment details, and cancel subscription from the app.	●
Forgot Card	Reduce customer service inquiries by offering guests the ability to accrue points after their visit via a code printed on the bottom of the receipt (available on select POSes including Aloha, Toast and Revel POS.	●

Additional Services (chargeable)

Feature	Summary	FlightPath A
Koupon Media	Integrate Koupon Media, a mobile offers provider, into the mobile app natively. Leveraging Koupon Media's API, the app will validate the user is above 21 years old and surface your tobacco/alcohol offers in the mobile app using the pre-defined Koupon Media webview.	●
Additional Builds (beyond included 2)	Standard mobile implementation allows for 2 mobile builds with a feedback round between builds 1 and 2. Should you require an additional build for go-live, these can be added on.	●