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Access Paytronix Growth Marketing
Regional

# 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.


- What is FlightPath?
- FlightPath
- Your FlightPath Options
- Functionality
- Services
- Additional Services
- Terms & Conditions


Classification: Public

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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 program 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

# Growth Marketing Platform
# Gift FlightPath Overview (A)

## Customer Profile:
A FlightPath for for restaurant clients who are looking for a comprehensive physical and virtual gift solution that delivers the right balance of business insights and operational simplicity.

## FlightPath Outcomes
Following your FlightPath, you will:

- Have launched your new integrated gift card program
- Have access to wide library of gift card reporting
- Have migrated any existing gift card data to Paytronix
- Be integrated with applicable 3rd party applications
- Have setup your eGift shop

## Customer effort:
A typical FlightPath requires 20 hours effort from your team to go live with your new system.

## Typical Duration
70% of our customers go live with their system within 6 weeks.

## Optimal Duration
Customers with the capacity to complete their activities quickly take as little as 4 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 required to gather and provide your data and complete configuration tasks based on training delivered. *

* Refer to the Service Summary slide for a detailed breakdown of your FlightPath

# Growth Marketing Platform
## Loyalty & Messaging FlightPath Overview (B)

### Customer Profile:
A FlightPath for restaurant 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
- Migrated your existing loyalty database
- Created marketing and promotional emails through the Paytronix messaging platform
- Be managing your loyalty program in Paytronix through self service tools available
- Have access to a comprehensive library of loyalty reporting and analytics

### Customer effort:
A typical FlightPath requires 25 hours effort from your team to go live with your new system.

### Typical Duration
70% of our customers go live with their system within 8 weeks.

### Optimal Duration
Customers with the capacity to complete their activities quickly take as little as 6 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 required to gather and provide your data and complete configuration tasks based on training delivered. *

* Refer to the Service Summary slide for a detailed breakdown of your FlightPath

# Growth Marketing Platform
## Complete Growth Marketing Overview (C)

### Customer Profile:
A FlightPath for restaurant clients who are looking to implement profitable and engaging loyalty and gift programs to drive business.

### FlightPath Outcomes
Following your FlightPath, you will:

- Have launched a new integrated loyalty, gift, and comp program
- Understand how to manage programs through self service functionality
- Have created marketing and promotional emails through the Paytronix messaging platform
- Be integrated with applicable 3rd party applications
- Have access to wide library of general reporting and analytics
- Have migrated your data from previous providers

### Customer effort:
A typical FlightPath requires 40 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 required to gather and provide your data and complete configuration tasks based on training delivered. *

* Refer to the Service Summary slide for a detailed breakdown of your FlightPath

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 Growth Marketing Regional | | | | |
|---|---|---|---|---|
| Feature | Summary | **Gift** (A) | **Loyalty & Messaging** (B) | **Growth Marketing** (C) |
| Gift | Create a virtual or physical tender to be used for payment of orders online or in store. | ● | | ● |
| eGift | Ability for guests to purchase a virtual gift card. | ● | | ● |
| Recharge | Ability to load or re-load gift card funds to an account. | ● | | ● |
| WebSales via MyCardMarket | Ability for guests to purchase physical gift cards via MyCardMarket | ● | | ● |
| Standard Integrations for Gift | Integration to allow gift card redemption via 3rd party approved provider.* | ● | | ● |
| 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. | | ● | ● |
| Guest Website | A customizable website where customers can interact with your programs. | ● | ● | ● |
| Standard Integrations for Loyalty & Messaging | Integration to allow earning of points and reward redemption via 3rd party approved provider.* | | ● | ● |
| Guest or Employee Comp program | Ability to create a discount program for either guests and employees. | | | ● |

*3rd party approved provider - Doordash Storefront

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 Growth Marketing Regional

| Service | Summary | FlightPath A | FlightPath B | FlightPath C |
|---|---|---|---|---|
| Kick-off Call | Your Onboarder will deliver a welcome call, running you through the project plan, FlightPath inclusions, roles & responsibilities & locking in your launch date. | ● | ● | ● |
| Data Mapping & Review | Your Onboarder will walk you through the required data for your FlightPath & host a review session to ensure you're on track for your scheduled import date. | ● | ● | ● |
| General Setup | Your Onboarder will complete the basic configuration of your system based on the information you provided to your salesperson and the modules included in your FlightPath. | ● | ● | ● |
| Requirement Gathering | Your Onboarder will walk you through the standard information required to configure the system to your program requirements. | ● | ● | ● |
| POS Configuration | Your Onboarder will work with you to configure the system to align with our standardized POS integrations **(Revel*, Brink, Toast, Aloha, Square, iPad, Micros 3700 & Micros Simphony).** For **some** other POS integrations, see Additional Services. | ● | ● | ● |
| Advanced Setup | Your Onboarder will configure your system in line with the information provided during requirement gathering. | ● | ● | ● |
| Test Data Migration | Our migration team will complete an initial import of the data you've provided, ensuring data fields map correctly. | ● | ● | ● |
| Testing Event 1 | Your Onboarder will run through a series of pre-defined tests to ensure your POS configuration is correct. | ● | ● | ● |
| POS Test Updates and Testing Event 2 | Following your first testing event your Onboarder will complete any required updates followed by a second test to confirm the changes are successful. | ● | ● | ● |
| Integration Testing | Complete testing of the integration in a production environment to ensure it has met the expected scope. | ● | ● | ● |

*Revel integration not applicable to Comp

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## Implementation Services Included in FlightPath for Growth Marketing Regional

| Service | Summary | FlightPath A | FlightPath B | FlightPath C |
|---|---|---|---|---|
| Integration Testing | Complete testing of the integration in a production environment to ensure it has met the expected scope. | ● | ● | ● |
| Gift Configuration Training & Review | Training on Gift in which you'll be set several tasks followed by a review session. | ● | | ● |
| Comp Configuration Training & Review | Training on Comp in which you'll be set several tasks to complete ahead of a review session. | | | ● |
| Messaging & Loyalty Configuration Training & Review | Training on Loyalty & Messaging in which you'll be set several tasks to complete ahead of a review session. | | ● | ● |
| Campaign Configuration & Reports Training | Training to understand how to configure a campaign & utilize the standard reporting suite. | | ● | ● |
| Reports User Admin, Store Creation & Customer Service Rep Function Training | Training on administering users, creating stores & the customer service rep functionality. | ● | ● | ● |
| Go-Live Tasks | Your Onboarder will walk you through the required launch tasks. | ● | ● | ● |
| Go-Live Data Migration | Our migration team will migrate a final cut of your data aahead of your scheduled go-live. | ● | ● | ● |
| Go-Live Support & Review | Support on the day of go-live with 2 post go-live review calls to make sure you are adopting the system successfully. | ● | ● | ● |

*Revel integration not applicable to Comp

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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 (designated number included, additional selections chargeable)

| Feature | Summary | FlightPath A | FlightPath B | FlightPath C |
|---|---|---|---|---|
| Included Additional Services | Each FlightPath includes a set number of additional services, you can purchase additional services beyond this if required. | 2 | 1 | 3 |
| Comp | Configuration and training on our Comp module for guest or employee Comp programs. | ● | ● | |
| Money Movement | Configuration and training on movement of gift card funds between stores (centralized or de-centralized). | ● | | ● |
| Recharge | Ability to load or reload gift card funds via consumer credit card. | | | ● |
| Incomm/Blackhawk | Configure 3rd party Incomm & Blackhawk retail cards for use on Paytronix. | ● | | ● |
| Refer a Friend | Configure additional promo to allow guest to refer their friends to receive additional rewards. | | ● | ● |
| Subscriptions | Configure a paid subscription program for guests to buy into on a set cadence. | | ● | ● |
| Additional Programs | Configuration of an additional card type. | | | ● |
| Additional Tiers | Configuration of an additional 3 loyalty tiers. | | ● | ● |
| Bankable Points Program | Additional configuration to achieve a bankable points program design. | | ● | ● |

## Additional Services (chargeable)

| Feature | Summary | FlightPath A | FlightPath B | FlightPath C |
|---|---|---|---|---|
| Alternative Integrations | Integration with 3rd party approved providers* | ● | ● | ● |
| iPad | Configuration of iPads to integrate with the system. | ● | ● | ● |
| Forgot Card Code | Configuring the ability to generate a forgotten loyalty card code. | ● | ● | |
| Comp | Configuration and training on our Comp module for guest or employee Comp programs. | ● | ● | |
| SMS | Additional configuration to send text messages as an added messaging channel. | | ● | ● |

*3rd party approved provider - Olo