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**SpotOn**

# Engaging Your Customers Post Covid -19

Thursday August 6th, 2020

# ABOUT SPOTON

At SpotOn, we've been in the shoes of business owners and operators.

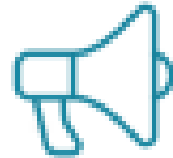
We understand the challenges you face on a daily basis, and our goal is to create innovative solutions that allow you to **save time, save money,** and **get more value** from each and every interaction you have with a customer or client.

# THE SPOTON OMNI CHANNEL ECOSYSTEM

## Included with All Plans



Payments



Marketing



Reviews



Virtual  
Terminal



Business  
Dashboard  
Mobile App



SpotOn  
Mobile App

## Optional Add-ons



Loyalty



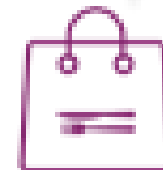
Appointments



Website



Payroll



Online  
Ordering



Gift Cards



SpotOn

# Engaging Your Customers in the New Normal

Keeping the Pulse on the Changing  
Customer Experience

# TODAY'S AGENDA

- How to Properly Incentivize Repeat Business
- Managing Your Customer Data for Optimal Results
- Trends in Online Shopping and Ordering
- Regulatory Exceptions Associated With Payment Acceptance
- Managing Your Online Reputation Effectively



# SMALL BUSINESSES ARE THE FABRIC OF OUR SOCIETY

According to the U.S. Small Business Administration Office of Advocacy, small businesses:

Comprise

**99.9%**

of all U.S.  
firms

Employ

**47.8%**

of private sector  
employees

Account for

**61.8%**

of new jobs

# CHALLENGES FACING SMALL BUSINESSES

A woman with her hair in a bun, wearing a white long-sleeved shirt and a white apron, is smiling and looking down at a tablet or menu board on a counter. The background is bright and slightly blurred, suggesting an indoor setting like a cafe or bakery.

- **Developing Proper Social Distancing protocol**
- **Creating an Online Shopping experience**
- **Reducing Overhead**
- **Streamlining processes**
- **Maintaining a Loyal Customer Base**
- **Driving Revenue**
- **Keeping Your Customers Engaged**

A person wearing a grey and white striped long-sleeved shirt is sitting at a wooden table. They are using a tablet computer with their right hand. In the foreground, another person's hand is holding a smartphone. On the table, there is a small potted succulent plant in a dark, cylindrical pot. The background is softly blurred, showing a wooden structure, possibly a chair or part of a desk.

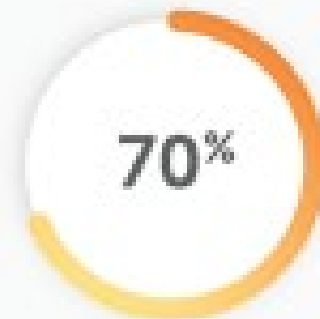
# CUSTOMER ENGAGEMENT

A SMALL BUSINESS GUIDE TO GAINING A COMPETITIVE ADVANTAGE



# PROPERLY INCENTIVIZING REPEAT BUSINESS

- Incentivize your customers with Digital Loyalty
- Grow your customer base through digital referral programs
- Improve customer retention with digital VIP programs
- Create exclusive discounts for loyal/local customers
- Use email to win customers back
- Leverage user-generated content in your marketing strategy



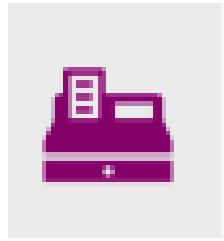
of people trust images taken from 'people like them' over brand created images



of people would be more likely to engage with an advertisement if it contained user-generated content

# SMALL BUSINESS AND CUSTOMER LOYALTY

A 5% increase in customer retention can boost profits by 25% - 95%



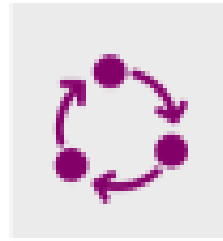
## Get Customers to Enroll

- Train your employees to prompt customers to sign up
- Offer an enrollment reward as incentive
- Make it easy for customers to enroll by going digital



## Keep Them Coming Back

- Offer products or services that are unique to your business
- Offer several tiers of rewards
- Update rewards periodically
- Ensure your rewards are making you a profit



## Use Automation Tools

- Use a digital program that's integrated with your POS or payment terminal
- Create automatic rewards for birthdays, anniversaries, etc
- Trigger automated emails to lapsed customers

# USING YOUR CUSTOMER DATA FOR OPTIMAL RESULTS

- Improve the customer experience
- Refine the marketing strategy with tailored email, deals, and social media
- Make data driven business decisions
- Boost sales
- Optimize pricing

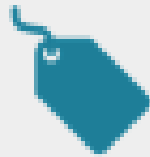


# WINNING MARKET STRATEGIES FOR SMBS



## Emails

- Email delivers the highest return on investment in marketing
- Utilize active tools for collecting customer email addresses
- Deliver 2-4 marketing emails per month
- Types: Company introduction, newsletter, seasonal products & services, special events, new business hours



## Deals

- 40% of people say email deals are a big incentive for making purchases
- Send 2-3 deals per week
- Put a time limit on deals to create a sense of urgency
- Deliver via email and social media
- Types: Discounts, upgrades, free small ticket items



## Social Media

- Facebook is the most commonly used social media channel (86%) of small businesses
- Switch from text-based posts to picture/video posts to get more sales
- Follow the 80:20 rule of informational posts versus sales posts
- Types: Company culture, products, tips and advice, holiday posts



# YOUR ONLINE REPUTATION & WHY IT MATTERS

- **91% of millennials trust online reviews as much as friends and family**
- **More than half of consumers won't use a business if it has less than a 4-star rating**
- **83% of customers don't trust advertising**
- **A single business review can lift its conversions by 10%**
- **Only 6% of consumers don't trust customer reviews at all**
- **Customers could spend 31% more on a business with great reviews**

# THE IMPORTANCE OF REVIEW MANAGEMENT

92% of consumers regularly read business reviews before visiting



## Claim Your Business

- Claim your page on the most popular sites: Facebook, Yelp, Google, TripAdvisor, etc.
- Update your company page with website, business hours, photos, etc.
- You now have the ability to respond directly to reviews!



## Respond to Reviews

- One to three negative reviews can scare away 67% of prospective customers
- “Acknowledge, Apologize, and Make it Right” for all negative reviews
- Utilize review management software to get real-time alerts and save time



## Improve Your Overall Ratings

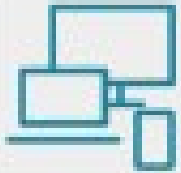
- Increasing your online rating by one star can lead to a 5% – 9% boost in revenue
- Create a great customer experience
- Encourage customers to leave reviews on their favorite sites
- Make it easy for customers to leave reviews

# ONLINE SHOPPING, ONLINE ORDERING, AND APPOINTMENTS

- 1.8 Billion People Worldwide Purchase Goods Online
- 63% of all buying experiences start online
- 60% of U.S. consumers order delivery or takeout once a week.
- 18% increase in customer spend from online/mobile orders vs. phone orders.
- 82% of millennials prefer to book an appointments online
- 76% of clients use mobile devices to book appointments

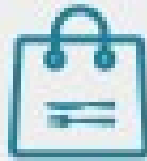
**72.1%**  
Share of consumers  
who used mobile  
devices to help them  
shop in stores

# WEBSITES, ONLINE ORDERING, AND APPOINTMENTS



## Websites

- Dozens of templates to choose from tailored to your industry
- Mobile responsive so your site looks just as good on a phone as it does on a computer
- Automatic search-engine-optimization (SEO) so your business shows up more often in search results



## Online Ordering

- Quit Paying Upwards of 25% Commissions on Delivery Services like Grubhub and DoorDash!
- Put your staff to work fulfilling take-out orders, curbside, or delivery
- Own your data and build your customer list to keep customers coming back with integrated marketing campaigns



## Appointments

- Enable customers to book appointments from your website & Facebook
- Increase the number of add-on services by displaying a fully customized catalog of services
- Reduce no-shows thanks to our automated appointment verification and reminders



# SpotOn Assist

SpotOn Assist is a complaint payment processing program that allows you to provide a discount to customers who purchase a product or service with cash, check or debit card.

Doing so allows you offset up to 95% of the fees associated with accepting non-cash payments. This is done by adding a convenience fee ranging from 1-4% to all in store sales for all non cash, check, or debit card payments.



# 5 REASONS SMALL BUSINESSES USE SPOTON

90%

of consumers read online reviews before visiting a business

71%

of millennials prefer to book appointments online using their mobile phone

61%

of people want to hear from brands through email rather than other types of messaging

56%

of millennials placed takeout or delivery orders using a restaurant mobile app or online ordering from a restaurant website

25%-95%

Increase in profits with a 5% increase in customer retention

# THE SPOTON ECOSYSTEM: OUR BASIC PLATFORM

- **Marketing.** Keep customers coming back with deals, targeted emails, and social media campaigns.
- **Reviews.** Improve your online reputation with review alerts and our proprietary algorithm to increase positive reviews.
- **Virtual Terminal.** Run transactions from your SpotOn dashboard, with card-on-file and surcharge capabilities.
- **Business Dashboard Mobile App.** Monitor payments, send deals, and see new reviews right from your phone.
- **SpotOn Mobile App.** Take payments on the go with our free mobile app. Add our Bluetooth reader to accept taps, dips, and swipes.

# THE SPOTON ECOSYSTEM: OPTIONAL ADD-ONS

- **Loyalty.** Boost repeat visits with custom rewards and integrated checkout.
- **Appointments.** Book more appointments and improve efficiency, with full payment integration.
- **Website.** Get a custom site with zero hassle to improve discoverability, with appointment booking and online ordering capabilities.
- **Payroll.** Save time and money with payroll integration through Gusto.
- **Online-Ordering.** Offer takeout or delivery from your website with full POS integration through SpotOn Restaurant
- **Gift Cards.** Give your customers more reasons to visit and spend a little extra money when they do.



# POINT OF SALE OPTIONS



## SpotOn Restaurant

Save time, serve more guests, and accelerate revenue growth



## SpotOn Poynt

Cut the wires and engage customers your way with our hybrid POS



## SpotOn Register

Streamline operations with our full-feature, fully integrated POS



## Register Lite

All the power of a full POS in a compact design



## SpotOn Mobile

Accept taps, dips, or swipes wherever business takes you



## Other POS Options

E-commerce, basic pinpad terminals, or convert your existing POS system

# QR Code Dine-In Ordering

SpotOn has introduced a truly contactless dine-in experience for restaurant goers.

The diner scans a QR code on table that links directly to an online menu.

The customer is able to complete their order, edit the order as needed, and pay directly from their smart device, thereby eliminating any form of direct server contact!

[SpotOn Dine-In Ordering Video](#)



# WRA and SpotOn

The coronavirus situation in the United States is not likely going to be over quickly, and business owners and corporations are worried about their bottom line.

We completely understand. And moreover, we're here to help!

WRA members benefit from special members-only pricing structures.

To learn more visit:

<https://www.spoton.com/partnerships/wra>

- **No Platform charge fo 60 days** (\$25 monthly discount per account)
- **No monthly charges to utilize SpotOn Loyalty, Website or Appointments for 60 days** (Up to \$195 in monthly discounts/account)
- **No setup fees or monthly charges to utilize Online Ordering until January 2021** (\$500 upfront savings and \$45 a month)
- **100 free gift cards so that clients can enable their customers to support their business now and redeem the benefits later** (\$200 value)

# UNPARALLELED SUPPORT



**Most companies mail or deliver your equipment and then disappear. Not SpotOn.**

- Local support from SpotOn Sales Partners, who are employees of SpotOn
- In-person installation
- POS and software training
- 24/7 Customer Support, based right here in the United States
- Dedicated Customer Engagement Specialist to help you get the most from your SpotOn platform

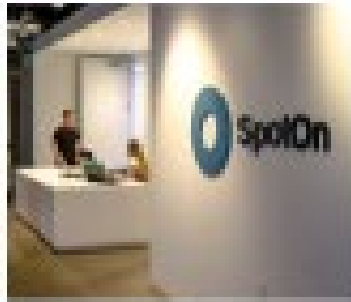




# SPOTON IN THE NEWS



**SpotOn Raises 300 Million Funding Round Led by Franklin Templeton and Rosecrance Investment Group**



**Founders Launch \$200 million to Revolutionize**



**All SpotOn, Cash & More are available in stores**



**SpotOn Announces Launch to Provide Efficient, Mobile Building Solutions to Small and Medium Sized Businesses Nationwide**



**SpotOn Enables Merchants to Accept Payments with YourBank Permitted**



**SpotOn Announces Strategic COO to Lead Merchants, Software and Payment Solutions to Restaurants and Bars Nationwide**

**THANK YOU**





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Thank you  
for your  
support!

