

FAQS ABOUT IMPULSE™

IMPULSE™ FREQUENTLY ASKED QUESTIONS

1 What is Impulse?

Impulse is a customer-facing touch screen that integrates to the Passport® point-of-sale system and your pricebook to display promotional content. Impulse helps c-store operators sell more products by automatically driving relevant offers to the customer during checkout.

2 What does Impulse do?

Impulse informs the customer of existing promotions and allows them to instantly add items to their basket during the transaction. It also keeps the cashier notified with the same information so that they can reinforce the upselling message.

3 How does Impulse enhance my Point-of-Sale (POS)?

With a seamless pricebook integration to Passport®, your cashiers can upsell promotions without any extra keying. Also, the customer pole display is replaced with a modern, 10" all-in-one unit with detailed receipt visibility during the transaction.

4 What hardware is included?

Impulse includes a customer-facing screen, an optional cashier-facing screen, and a pole mount for eye-level display.

5 How will my customers benefit?

Impulse makes it easy for your customers to participate in your loyalty programs and keeps them informed of relevant offers that they can take advantage of.

Your customers will also benefit from an enhanced shopping experience through exciting scratch-off games and post-transaction surveys.

6 Can Impulse create promotions automatically?

Yes. Impulse has an auto-promotion module that can automatically identify monthly promotions from your pricebook. As it pulls the applicable product image and most current prices, it will then create real-time, animated graphics that will immediately show on the Impulse display.



7 What engagement opportunities are presented to the customer with Impulse?

There are three points of engagement in the customer flow:

Pre-Transaction

- > Display pricebook promotions
- > Introduce new products
- > Promote customizable digital punch card campaigns
- > Present customized messaging through the scrolling ticker

During Transaction

- > Upsell transactions in real-time
- > “Push-to-buy” to easily add items and promotions
- > Drive loyalty via digital punch card program
- > Offer gamification to enhance the customer experience

Post-Transaction

- > Present feedback surveys
- > Provide personalized messaging to the customer



INSITE360 Impulse Portal

8 Can I use the same login credentials as Insite360 to log into the Impulse Portal?

Yes.

9 I don't have an Insite360 account. Can I still use the Impulse Portal?

No. If you do not have Insite360 login credentials, contact the Gilbarco Veeder-Root help desk for further assistance.

10 Can I see which of my sites are running Impulse and if any of them are down?

Yes. You can. From the Dashboard, on the top left, click on the List view or Map view for specific sites as well as the sites that are yet to be installed.

In the event a site is down, you may call the Gilbarco Veeder-Root help desk at 1-800-800-7498.

11 What kind of survey questions can I create?

You can create five different types of survey questions ranging from multiple choice to cascading surveys. Multiple choice questions can have up to ten answers.

12 When a specific answer is selected on a survey, can I create a follow-up question to present to the customer?

Yes. You can. It is possible to create a follow-up question or survey for each of the answer choices. Also, you can set up alerts for specific responses customers select.

13 How many new Surveys can I run in parallel?

There is no limit to the number you can run. It is recommended to run most surveys for a period of a week in order to collect sufficient data for further analysis

14 In creating a manual promotion, can I upload an image from my own desktop?

Yes. You can. Once you have selected the UPC of the promoted item, you can then upload the image.

15 How many manual promotions can I create?

There is no limit to the number you can run.

16 Can I publish and schedule a manual promotion just for a specific store or a subset of stores?

Yes. You can. Once you have created a manual promotion, you will have the option to have it displayed in all sites or select only specific sites at which it should be run.

17 How long would it take for a manual promotion or a survey question that I have just created to appear on the Impulse displays in my stores?

If the content you created is scheduled to be displayed immediately, then it could take just minutes for it to be displayed in a given store - if there is an active DSL connection to the store. If there are issues with internet/communication, please allot for two hours.

18 Can I select a different brand for different stores that I operate?

Yes. Follow the steps under Brands. You can also schedule different color themes for the same store to be shown at different times of the day or different days. Color themes include different backgrounds and text color or styles.

19 How many Digital Punch Card Programs can I run in parallel?

There isn't a limit to the number of programs you can run in parallel.

20 Which activities can generate reports?

Upsell Activity

- > A journal report of the items upsold by Impulse in a given month, per site and/or group of sites
- > A detailed report of upselling activity in dollars and units summarized by product, per site and/or group of sites

Digital Punch Card Campaigns

- > View the number of issued redemption coupons per campaign
- > View the number of redemptions that have occurred per campaign
- > View the number of coupons expired per campaign
- > All above Views are available per site and/or group of sites

Surveys

- > View the distribution of responses to any given survey, per site/group of sites
- > View the ratio survey responsible rate
- > Site Status (available on the Dashboard)



