IMPULSE™

Engaging the consumer every interaction, every transaction, every time

INCREASE YOUR SALES

Impulse is a basket-based, suggestive selling solution that integrates seamlessly with Gilbarco's point-of-sale (POS) system - Passport®. For each purchase made, Impulse displays customized upselling offers at the checkout counter to increase basket size and overall sales. This functionality goes a step beyond the indiscriminate offering — "Would you like to super-size that?" — and suggests promotions based on the customer's basket. With sophisticated, behind-the-scenes technology that incorporates store-specific sales data, the customer can quickly view current offers while checking out.

BUSINESS SOLUTIONS

Generate measurable sales, drive loyalty, and improve the customer experience
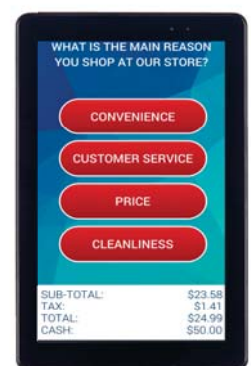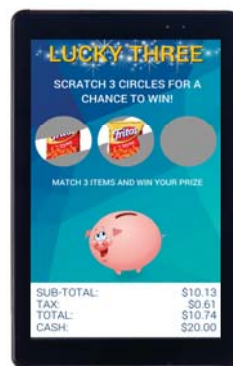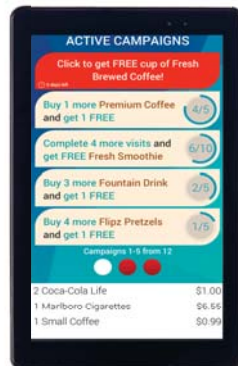
GROW YOUR BUSINESS
- » Case studies have shown as much as a 3-5% sales increase
- » Upsell customers with merchandise offers driven directly by POS pricebook integration
- » Same-store market basket analytics automatically drives relevant upsell combinations

BUILD BRAND LOYALTY
- » Digitize your loyalty programs and replace physical punch cards
- » Engage your customers with interactive gaming
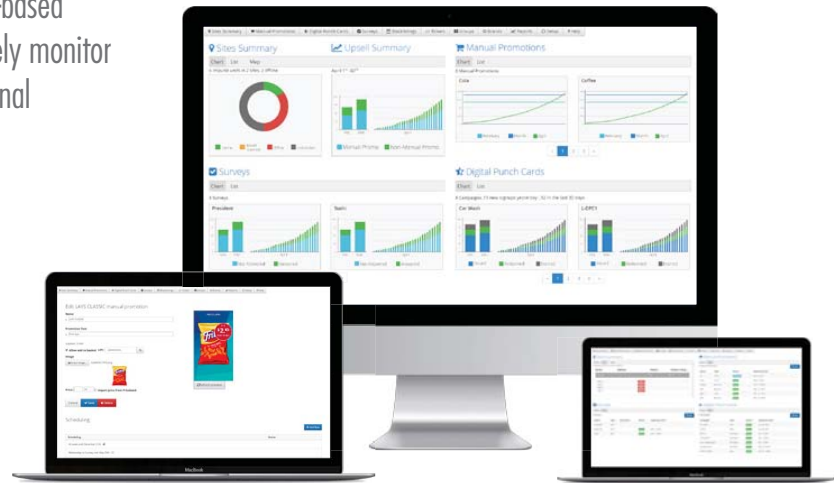- » Use post-transaction surveys to gain real-time customer feedback

ENGAGE YOUR CUSTOMERS
- » Replace the standard customer pole display with a color, 10.1" interactive system
- » Add-to-basket functionality enchances ease of checkout and speed of transaction
- » Configure manual promotions and messaging

INSITE360™ IMPULSE™ PORTAL

The Insite360 Impulse Portal is a cloud-based solution that enables retailers to remotely monitor their sites including managing promotional content, scheduling, and reporting.

PORTAL FUNCTIONALITY

DASHBOARD	» Site status » Summary of upsell report » Summary of survey responses » Manual promotions list » Digital punch card status
SURVEYS	Create multiple choice surveys for one or all locations
DIGITAL PUNCH CARD	Create campaigns for one or all locations
BRANDING	Apply different branding to one or multiple stores
REPORTING	» Upsell report summary » Digital Punch Card summary » Survey results » Site status list- by site or group of sites
MANAGING	Control content by site or group of sites. Group sites by type, brand or other
BLACKLISTING	Create and filter blacklists by description
MANUAL PROMOTIONS	Create and edit promotions by using our image library or upload your own
SCHEDULING	Use scheduling to enable day and week parting
TICKERS	Use different tickers for different sites and display them at different times of day

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