

OPERATIONAL EXCELLENCE



A NEW GENERATION
OF PAY



TRAIN

TRAIN YOUR TEAM ON HOW TO USE THE APP AND PROCESS TRANSACTIONS

Quick Reference Guide

- Instructions on downloading and paying with app

Tutorial Video

- Step-by-step training video on using the app
- Have all employees watch the video to help answer consumer questions
- Share the video to consumers via social media

Reconciliation Guide

- Provides instructions for monitoring mobile transactions and discounts

Transaction Guide

- Overview of the steps for processing transactions for Passport and Commander

Transaction Cards

- Quick version guide to print and mount on all cash registers

EPOS Training Videos

- Videos on how to process transactions for Verifone and Gilbarco systems



PLAN

PREPARE YOUR SITE TO ACCEPT AND PROMOTE MOBILE PAY

At the Pump

- Keep your firmware requirements up to date to accept mobile pay
- Make sure key pads function properly for entering the 4-digit code
- Display POP at pumps and around site

In the App

- Check the accuracy of site information
- If site offers cash/credit pricing or a local discount, confirm it applies to Synchrony Prop cards in the mobile wallet



MARKET

TELL YOUR CONSUMERS AND INCREASE ADOPTION

Selling Tactics

- Cashiers ask consumers “Are you paying with mobile pay today?”
- Give away mobile pay tear pad sheets with every purchase
- Cashiers wear mobile pay stickers, buttons or shirts

Events and Promotions

- Host competition amongst your sites
- Incentivize employees to market app

Employee Engagement

- Encourage employee performance with regular sales reports in team meetings
- Talk about mobile pay benefits with team

Customer Engagement

- Ensure all employees can demo app to consumers
- Have personnel at the islands to greet consumers

Social Media

- Share mobile pay posts via your business social media networks

NEED ASSISTANCE? Contact our mobile pay support team

Site Troubleshooting

CALL: 1-800-I AM DOWN

EMAIL: MobileSupport@p66.com

Consumer App Questions

CALL: 1-844-667-4463

