



GARDEN CONNECT

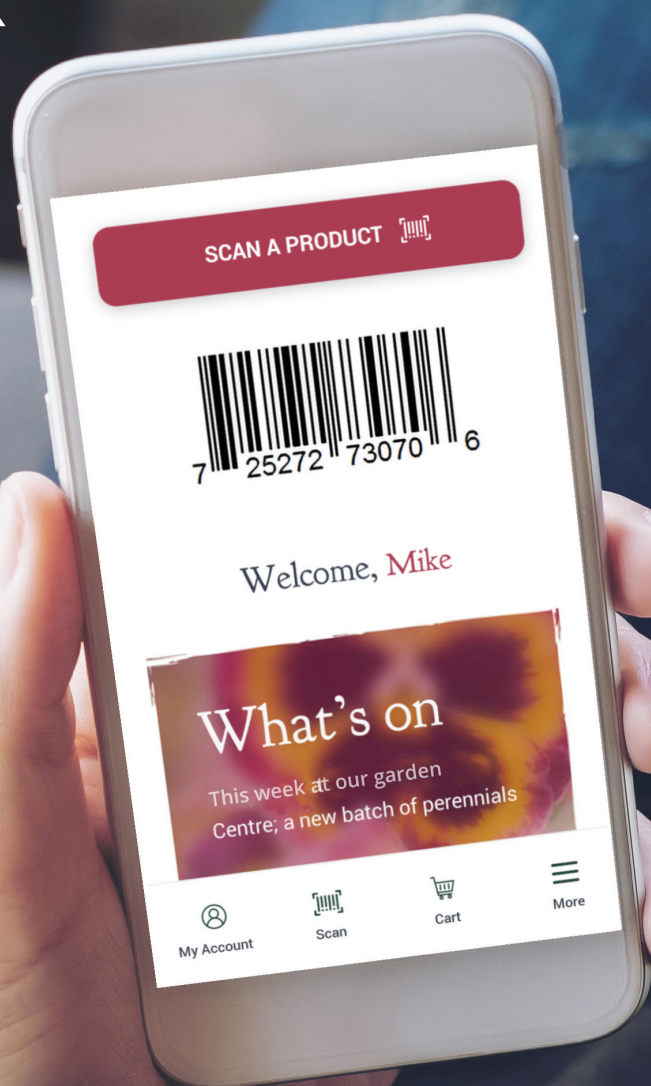
Rethink
Garden
Retail
Marketing

CONNECT WITH YOUR MOBILE CUSTOMER

davidson
richards

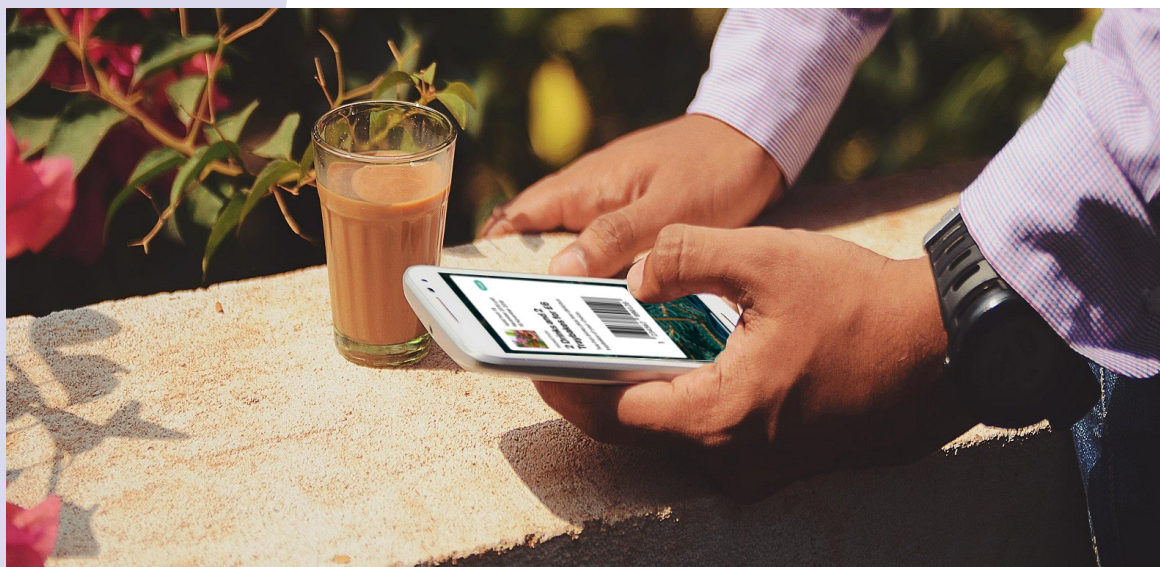


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www.gardenconnect.com

Start the conversation with your customers



Do you want to give your customers an excellent shopping experience? Are you looking for ways to engage with your customers in a more modern way? The OpSuite Loyalty App will help you to achieve just that - and a lot more!

Garden Connect have developed a loyalty app for your garden centre which will be available for free via iTunes and Google Play store. The app will be designed according to your garden centre's brand by using data already available in Davidson Richards OpSuite EPoS. Please bear in mind the OpSuite EPoS customer rewards module is essential in order to have a fully functional app. Please liaise directly with Davidson Richards to confirm this.

OpSuite Loyalty App

Most garden centres are sending coupons to cardholders. These coupons are partly generic. For example, every cardholder will

get 20% off on a purchase on the first week of March. However, a barcode linked to the coupon is unique for each cardholder.

In the OpSuite Loyalty App, you will be able to add any data to coupons. Coupons which are redeemed will be greyed out on the app and moved to the bottom of the page. They will be removed 20 days after redemption. Coupons will be shown underneath each other including a barcode, title, expiry date and image so they can be scanned immediately.

Want to get together?

Do you want to achieve your online ambitions? Contact Keith, Bhav or Jo at Davidson Richards or Sjors Hemmen (sjors@gardenconnect.com) at Garden Connect for a meeting on site now.

OpSuite Loyalty App for cardholders

Discount vouchers will be easily distinct to the promotions by using a different background colour or some other obvious distinguishing feature. Customers can select a coupon to view a short description on a new page within the app.

In-app registration

Customers that do not have a loyalty card yet can register themselves via the app by using the option "Register" on the login page for the loyalty card. After submitting their data, Garden Connect will push all the information to the OpSuite API which will assign a loyalty card number. Customers will then be automatically logged in to the app, and a confirmation and/or welcome email will be sent to the new users automatically. The app will be developed and tested to work on the

most popular phone platforms, iPhone and Android. This way all your customers can use the app on their phone.

Benefits for your garden centre

Let's summarise the main benefits of the OpSuite Loyalty App. By offering this functional app to your customers, you'll have:

- direct contact with your customers
- insights into your customer's shopping behaviour
- no costs for hardcopy loyalty cards
- automated personal offers for your customers
- a unique app that reflects your garden centre's branding
- the option to implement the Scan & Go module (read more about this extension on the next page).



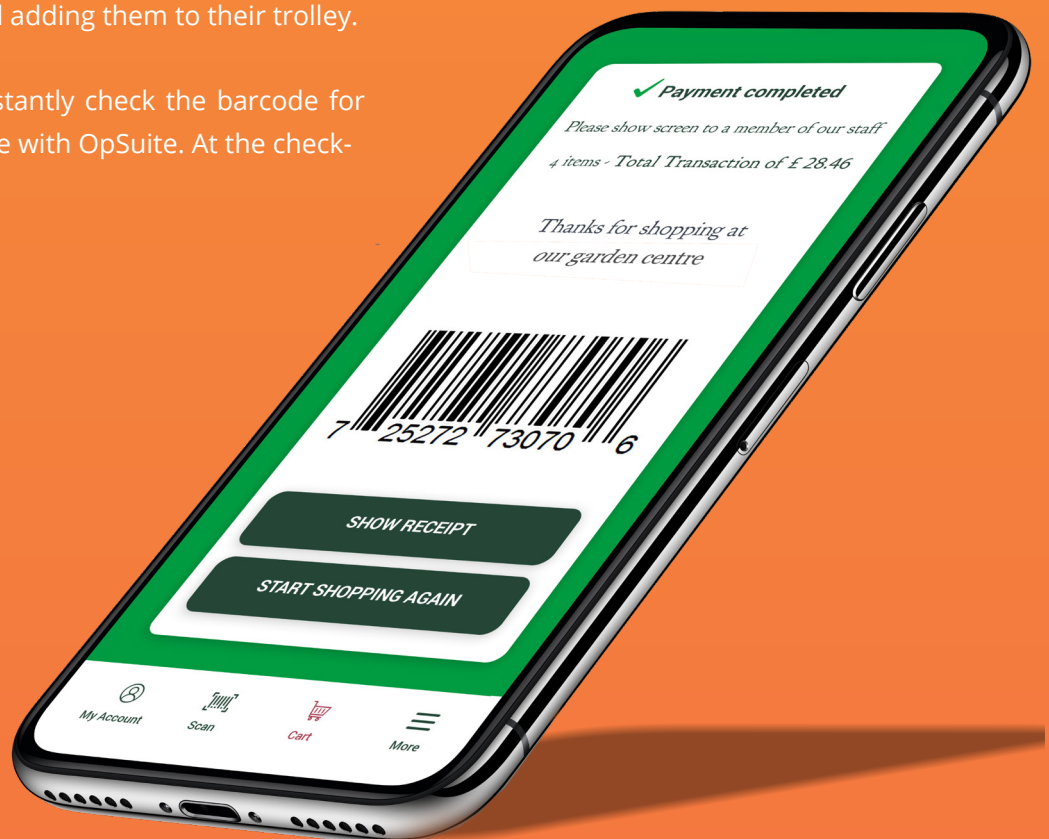
OpSuite Loyalty Scan & Go App

Do you want to offer your customers an easy and smooth way of shopping? Enhance your OpSuite Loyalty App with the unique Scan & Go module

With this Scan & Go extension, the customer is able to create a digital shopping cart in the app whilst walking through the garden centre, scanning products with the camera on their phone and adding them to their trolley.

The app will instantly check the barcode for the current price with OpSuite. At the check-

out, the customer can choose to either pay at the till or pay immediately via the credit card that is linked to their app. The Loyalty Scan & Go App has all of the same functions as the OpSuite Loyalty App plus; barcode scanning, digital shopping cart, and the two paying methods.



Let's meet!

Interested in the OpSuite Loyalty App? Contact Keith, Bhav or Jo at Davidson Richards or Sjors Hemmen at Garden Connect and let us help you get better connected to your customers.