

5 BEST PRACTICES TO DRIVE APP ADOPTION

OPERATE A SMARTER, MORE PROFITABLE BUSINESS WITH HUEBSCH COMMAND[™].

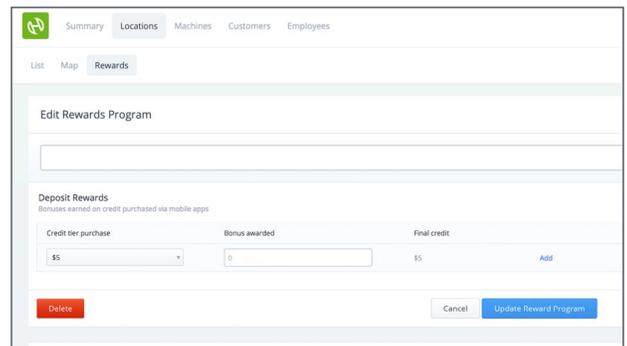
Use this guide as a resource to help increase the adoption rate of your store's Huebsch mobile app. A higher adoption rate helps you:

- Increase customer satisfaction and provide a better experience for your clients
- Make smarter business decisions through customer data
- Earn more revenue per customer: Customers spend an average of 20% more when paying by credit card and 50% more when paying by mobile wallet vs. paying with cash
- Retain more customers
- Generate higher float amounts
- Save time and money on quarter collections
- Reduce the risk of theft and offer a safer environment for customers due to less cash

1. DEPOSIT REWARDS PROGRAM

The deposit rewards program helps incentivize customers to download the mobile app to their phone by offering them bonus money when they load their mobile wallets. Set the parameters for this offer through the Rewards tab within the Location section of the portal.

Not only does this help incentivize your customers to use the app, it also helps drive additional float, which you as the storeowner keep. The more money a customer has loaded onto their wallet, the more inclined they are to visit your store over a competitor.

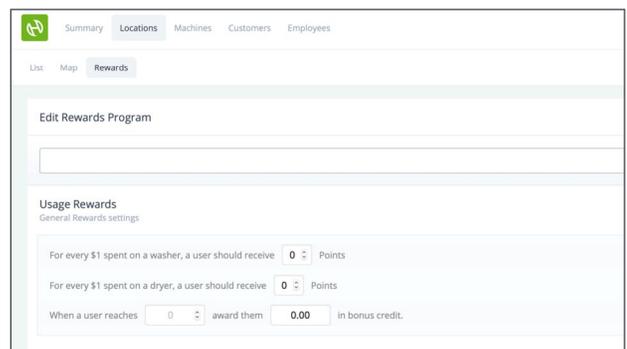


PRO TIP: We recommend offering at least \$5 in bonus when a customer loads \$15 or \$20 on their app.

2. USAGE REWARDS PROGRAM

The usage rewards program helps "gamify" the laundry experience and promote customer loyalty to your store. This promotion can also be easily set up and customized within the portal. You can offer point(s) for every \$1 a customer spends on a washer or dryer. Once a customer reaches a certain number of points, they can receive a bonus credit to their account. Within the app, customers can check their points status to see how much they need to spend to reach their next reward.

PRO TIP: For stores in a free dry market, offer double points for dryer usage to incentivize customers to use your dryers vs. choosing a competitor's free dry location.

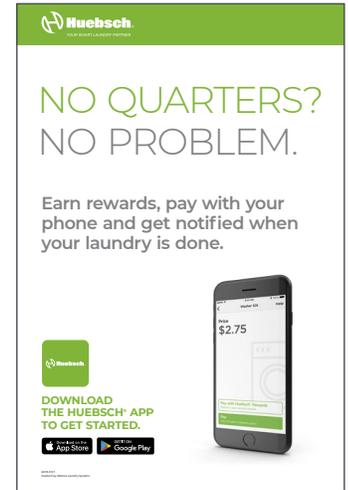


PRO TIP: We recommend offering at least 1 point per \$1 spent, and then offer a bonus reward after a customer has reached the 50-point threshold.

3. STORE SIGNAGE

Make sure to utilize the in-store app payment signage provided by Huebsch to catch your customer's attention and encourage them to utilize the app. Check out the Marketing tab within *Huebsch Command* to see other marketing signage available for you.

Don't forget to let your customers know about your store's loyalty and rewards programs with in-store signage.



Posters, table tops, sandwich boards, window clings and wall decals available in English and Spanish.

PRO TIP: Place in-store app signage in highly visible areas like the entrance of your store, by the change machines or your Value Center.

PRO TIP: Spread the word about your store's mobile app by advertising through Google Adwords or Facebook advertising. Make sure your ad's call to action specifies your rewards program.

4. EMPLOYEE TRAINING

For attended stores, your employees are a great asset to help promote the system. Make sure attendants are fully trained on the features and benefits of the mobile app and can show customers how to add value to their mobile wallets, start a machine, deposit money through the Value Center (if applicable) and answer other questions about the app. It may also be useful for your employees to know how to offer a refund and see customer information within the portal.

PRO TIP: Create an employee incentive program to help drive app adoption. For example, offer a \$25 gift card to the employee that gets the most customer app sign-ups over a month period. Or- set a goal for your employees to reach (i.e.—100 new app users) and offer them a reward once they achieve that goal.

5. EVENTS

A great way to help drive immediate app adoption is to host an event at your store, which both educates customers on the app payment system and rewards them for downloading the app.



Below are best practices for hosting such an event:

PARTNER WITH A LOCAL PHONE PROVIDER SUCH AS BOOST MOBILE OR METRO PCS.

These phone companies provide free smartphones to customers, which can overcome the app adoption hurdle for laundry customers without smartphones. This is a win-win for both the laundromat and these phone companies, who typically target the same customer demographic.

OFFER SWAG (GIVEAWAYS) FOR CUSTOMERS TO HELP INCENTIVIZE APP DOWNLOADS.

Swag can include things like: \$5 gift cards to local fast food chains; branded wearables for the store; branded laundry bags; soap; etc. You can also set up a raffle system— everyone who downloads the app and adds at least \$5 to their wallet gets entered to win the prizes. Try offering larger prizes such as children’s bikes, TV’s, DVD player, tablet; etc. as giveaways for customers who add at least \$20 on their mobile wallet.

FOOD.

Every good event needs free food. This could be things such as: local food truck, pizza, subs, chicken, hamburgers/hot dogs, etc.

FACEBOOK MARKETING.

If you have a Facebook business page for your store (which we recommend), consider creating a Facebook Event and advertise this event in advance. When advertising, make sure you’re targeting the right people by creating your own specific audiences. During the event, you can also promote your event through Facebook Live to gain greater visibility.

SOCIAL MEDIA REFERRAL.

Incentivize your customers to share the event on their own social media pages. If they share the event or post about it, give them a \$5 bonus on their app.

TRADITIONAL MARKETING.

Spread the word before your event with items like door hangers, mailers, and flyers targeting local businesses and apartment dwellers. Make sure to include a strong and visible call to action letting customers know the promotions and giveaways you’ll offer during the event.

OPERATING A SMARTER, MORE PROFITABLE BUSINESS WITH HUEBSCH COMMAND™ STARTS NOW. SHARE YOUR SUCCESS STORIES WITH US AT HUEBSCHCOMMAND@ALLIANCELS.COM.