



To maximize the success of the program and ensure a consistent consumer experience across our network, we have developed the **Plenti Top 4 checklist** to help you ensure effective execution at store level.

1. Consumer Sell-in

YES NO

Are the Sales Associates asking every consumer if they are a Plenti member?		
Are the Sales Associates aware that joining Plenti is FREE?		
Did the Sales Associate distribute the Welcome Kit to consumers?		
Did Sales Associate remove the rewards card from kit and swipe it with the consumer's purchase?		
Did Sales Associate remind consumer they can use their phone number as an alternate ID for their Plenti card?		
Did the Sales Associate encourage consumers to complete card registration at Plenti.com or via Plenti app?		
Are the Sales Associates aware that the site experience shopper will be checking Plenti execution?		
Do stores know all of the other Retailers participating in Plenti? (i.e. Harvey's, BI-LO, Winn-Dixie, Fresco y Mas, Chili's American Express, AT&T, Direct Energy, Enterprise, Hulu, Macy's, Nationwide, Rite Aid, Expedia)		

Turn card over for more information.

2. Training

YES NO

Has Store Manager completed all of the Plenti training modules?		
Have Sales Associates completed Plenti training? (There are 4 Sales Associate modules with "Are You a Plenti Member?" being critical to card enrollment)		
Was there an opportunity to model the 3 step process with any untrained employees?		
Do Sales Associates know training modules are easier to complete when using Wi-Fi?		
Are Sales Associates aware training completion is tracked by Branded Wholesaler and ExxonMobil?		
If there is no access to the Training Resource Center, have Sales Associates used paper based training provided in the Plenti Pre-Launch Kit?		

3. OSA - On Site Advertisement

Has the store received the Plenti Grocer OSA? If not, was Harte Hanks contacted at 1-800-636-4POP?		
Is the OSA set-up according to the store schematic?		
Does the store need more Welcome Kits? If yes, call Harte Hanks at 1-800-636-4POP.		

4. Service & Support

Do the Sales Associates know whom to call for Consumer issues? Direct consumers to Plenti.com or 1-855-Plenti1 (contact points on back of card).		
Do the Sales Associates know whom to call for Technical issues? Refer to the ExxonMobil Card Guide for the appropriate CSD Help Desk number.		



Lots of points. Lots of places.
One rewards program.