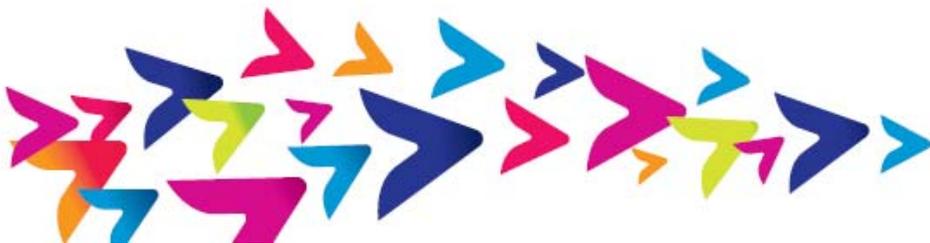




# Plenti Store Level Execution Toolkit



# Plenti Store Level Execution Toolkit

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## Objective:

Synthesize key program information to facilitate best-in-class store level execution

## Approach:

Provide tools to ensure consistent consumer experience

- Knowledge of the Sales Associate
- Execution of store level marketing materials

## Tools:

Plenti program summary

Store launch checklist

Key job aids

- Program details
- Training: *“Are you a Plenti member?”*
- Plenti Contest
- OSA
- Service & Support



# Plenti Top 5 Program Summary

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ExxonMobil has teamed up with American Express and a growing group of nationwide retailers to create an all-new type of rewards card. The new Plenti rewards card was designed to help consumers earn rewards for the types of purchases they already make on a regular basis. And while the card is sure to be a tremendous benefit to consumers it can also bring big benefits to your store.

To maximize the success of the program and ensure a consistent consumer experience across our network, we have developed the Plenti Top 5 Program Summary to help program understanding and execution at store level.

## 1. Consumer Sell-in

- Plenti is a rewards program that lets you earn points in one place and use them at another.
- It's FREE to join and you can earn points immediately.
- Current participating retailers include American Express, Exxon, Mobil, Macy's, AT&T, Rite Aid, Enterprise, Nationwide, Hulu and Direct Energy.
- Follow this simple 3-step process to market the program at store level:
  - o Distribute the Welcome Kit to consumers
  - o Remove rewards card from kit and swipe it with the consumer's purchase
  - o Encourage consumer to complete card registration at Plenti.com or via the Plenti app

## 2. Training

- Plenti training is required and available online via the ExxonMobil Training Resource Center (TRC).
  - o Internet URL is [www.emtrainingresourcecenter.com](http://www.emtrainingresourcecenter.com)
  - o The App is available for Apple and Android (search for training resource center)
  - o Training on the app is best when using Wi-Fi
- Register as a "General User" by selecting Register, entering Your Information, selecting Site/ Dealer Employee, entering your Site Number (6 digits), accept the Terms and Submit.
- Complete the appropriate training modules.
  - o CSR – Overview, Program Details, Are You a Plenti Member, and Fraud & Abuse
  - o Operator – Overview, Program Details, Settlement, Fraud & Abuse, Service & Support
  - o If TRC is not available, use paper based training provided in your Plenti Pre-Launch Kit.

## 3. Contest

- EM is sponsoring a launch contest to drive consumer enrollment and store level engagement.
- Participating stores can compete to win up to \$2,000 in American Express gift cards.
- Follow this simple 3-step process to get on the leaderboard:
  - o Distribute the Welcome Kit to consumers
  - o Remove rewards card from kit and swipe it with the consumer's purchase
  - o Encourage consumer to complete card registration at Plenti.com or via the Plenti app
- Contest results will be sent regularly via email.

## 4. OSA – On Site Advertisement

- Check that you have enough Plenti OSA. If not, call Harte Hanks at 1-800-636-4POP.
- Ensure OSA is prominently displayed according to the schematic.
- Make sure to have Welcome Kits at the register and each pump. If you need more, call Harte Hanks.

## 5. Service & Support

- For program issues, direct consumers to Plenti.com or 1-855-Plenti1 (contact points on back of card).
- For Technical issues, refer to the ExxonMobil Card Guide for the appropriate CSD Help Desk number.



# Plenti Top 5 Store Checklist

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To maximize the success of the program and ensure a consistent consumer experience across our network, we have developed the Plenti Top 5 checklist to help you ensure effective execution at store level.

## 1. Consumer Sell-in

- Are the Sales Associates asking every consumer if they are a Plenti member?
  - 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 the Sales Associate encourage consumers to complete card registration at Plenti.com or via Plenti app?
- Are the Sales Associates aware that joining Plenti is FREE?
- 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. American Express, AT&T, Direct Energy, Enterprise, Hulu, Macy's, Nationwide, Rite Aid

## 2. Training

- Have you 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. Contest

- Is the store registered for the "Plenti for Everyone" contest?
- Do the Sales Associates understand the contest?
- Are the Sales Associates using the easy 3 step process from the contest sell sheet?
  - Distribute the Welcome Kit to consumers
  - Remove rewards card from kit and swipe it with the consumer's purchase
  - Encourage consumer to complete card registration at Plenti.com or via the Plenti app
- Do the Sales Associates know results will be provided on a regular basis via email?

## 4. OSA – On Site Advertisement

- Has the store received the Plenti 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.

## 5. 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.





## JOB AIDS



## Job Aid: Program Details

ExxonMobil has joined forces with world-class brands from around the country to create a nationwide loyalty program called Plenti.

Plenti is a new rewards program you can join for free to earn points in one place and use them at another – all with a single card!

Consumer can earn points shopping at a participating retailer, such as a department store or a pharmacy, and then use those points at a participating Exxon or Mobil branded station.



Consumers can pick up a Plenti Welcome Kit, which includes the Plenti card, from any participating Exxon or Mobil branded station or participating partners to start collecting points right away.

Points can be collected, but will not be available for use towards savings until the member has finished signing up. To finish signing up, members need to go to either **Plenti.com** or the **Plenti app**.



To earn Plenti Points:

- Members swipe their Plenti card at the pump and collect points for each gallon purchased. For every gallon of gas pumped, members will earn 1 point. And for every eligible c-store product or car wash purchased, they'll earn 2 points.
- Members can collect points at other participating partners in many ways, including in-store and online purchases.

Once consumers are fully signed up by registering their account with Plenti.com or the Plenti app, they can earn even more points through activating offers, which they can redeem toward purchases. Members will be able to browse, choose and activate personalized offers online from the Plenti website or app.



These offers can encourage consumers to fill up with you more often or to buy different products on your shelves.

Once a member is fully signed up and has at least 200 Plenti Points, they can use points towards savings on purchases at your store!



The point of sale (POS) system will automatically ask members to use their points both at the pump and in participating convenience stores. Members will see an offer inviting them to use Plenti Points for savings, along with a point amount and corresponding value. For example, 1,000 Plenti Points for \$10 off their purchase.

The maximum Plenti Points' value available for redemption on any single purchase at an Exxon or Mobil station is \$25, or 2,500 points.

Training can be accessed online at the Training Resource Center: [www.emtrainingresourcecenter.com](http://www.emtrainingresourcecenter.com)



Mobil

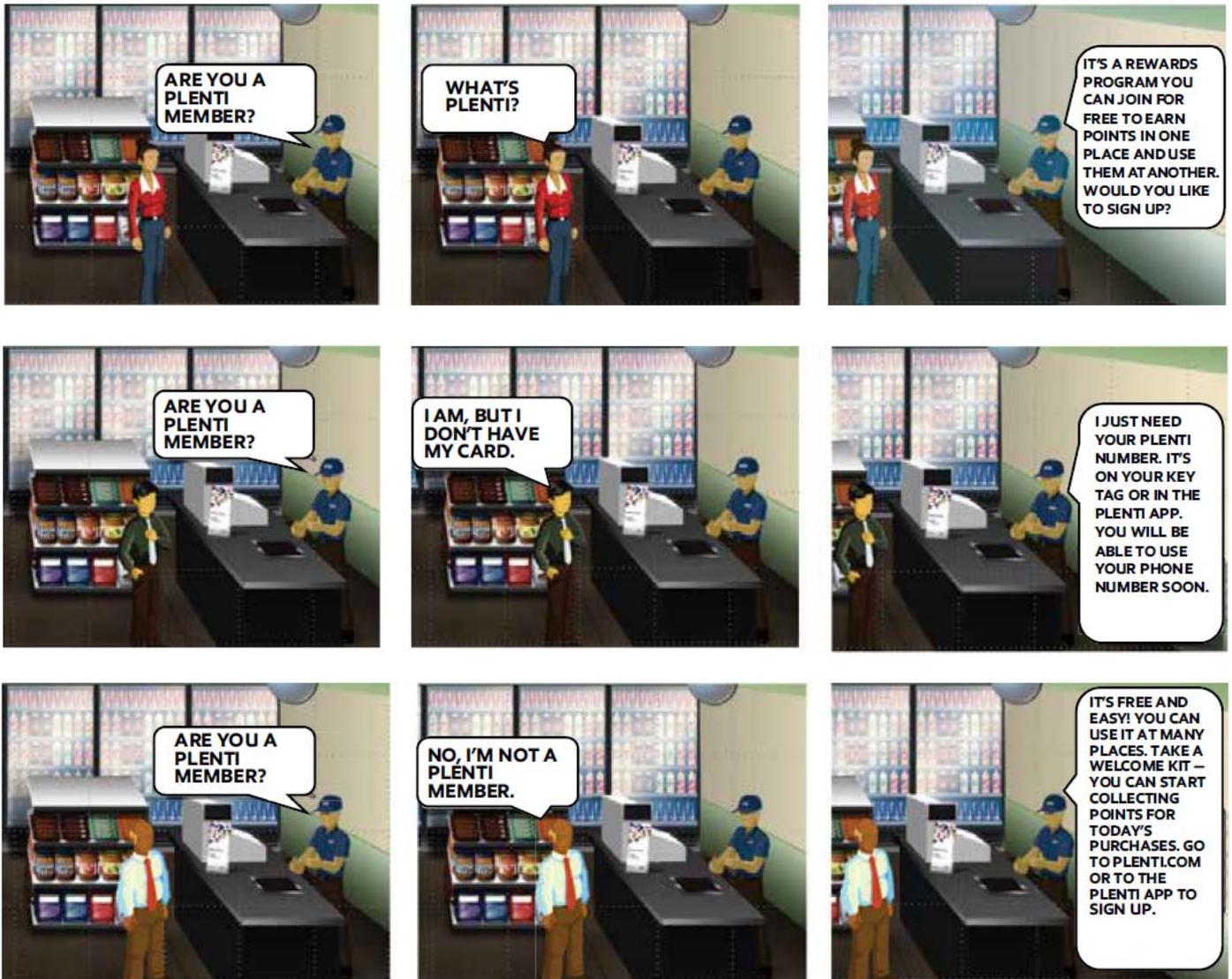


# Job Aid: Are You a Plenti Member?

## Introduction

Plenti begins with you. You're the first and the most important part of the process – the person who introduces the program and offers the card to consumers. You're also the front line for consumer questions and concerns. You might not have answers for every issue and that's okay, but you should know how to assist consumers in finding what they're looking for.

Plenti doesn't work without your help and it all starts with one simple question: *“Are you a Plenti member?”*



## Job Aid: Are You a Plenti Member? (continued)



### Conclusion

Plenti is a new rewards program you can join for free to earn points in one place and use them at another – all with a single card!

Please remember:

- Ask every consumer, **“Are you a Plenti member?”**
- Members can start collecting points immediately on their first purchase, so be sure to swipe their Plenti card each time a member makes a purchase.
- Tell consumers they need to finish signing up using **Plenti.com** or the **Plenti app** so they can use their points.
- **Plenti.com** and the **Plenti app** are the best resources for any consumer questions.



# Job Aid: Plenti Contest

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## Pushing Plenti Pays. Win up to \$2,000

The Plenti rewards card was created to benefit consumers by helping them accumulate rewards points on their everyday purchases.

### Store Employees

Stores that participate in giving out Plenti rewards cards to their customers will compete to win up to \$2,000 in gift cards to be distributed amongst the employees.

### Territory Managers

Territory Managers, are eligible to personally win a \$2,000 American Express gift card – awarded to the top five BW TMs in your area.

All you need to do is make certain that your stores are implementing the contest, displaying materials, and encouraging best practices (see below) and check in on progress often. Store employees should understand the rewards card's benefits of earning points that can be used on a large selection of world-class brands. They should also be made aware that they can win cash as well, and that consumers will need to enroll their Plenti rewards cards in order for them to count toward the contest.

### Follow a simple 3-step process:

1. Promote Plenti at checkout.
2. Swipe the rewards card with purchases.
3. Encourage rewards card enrollment.

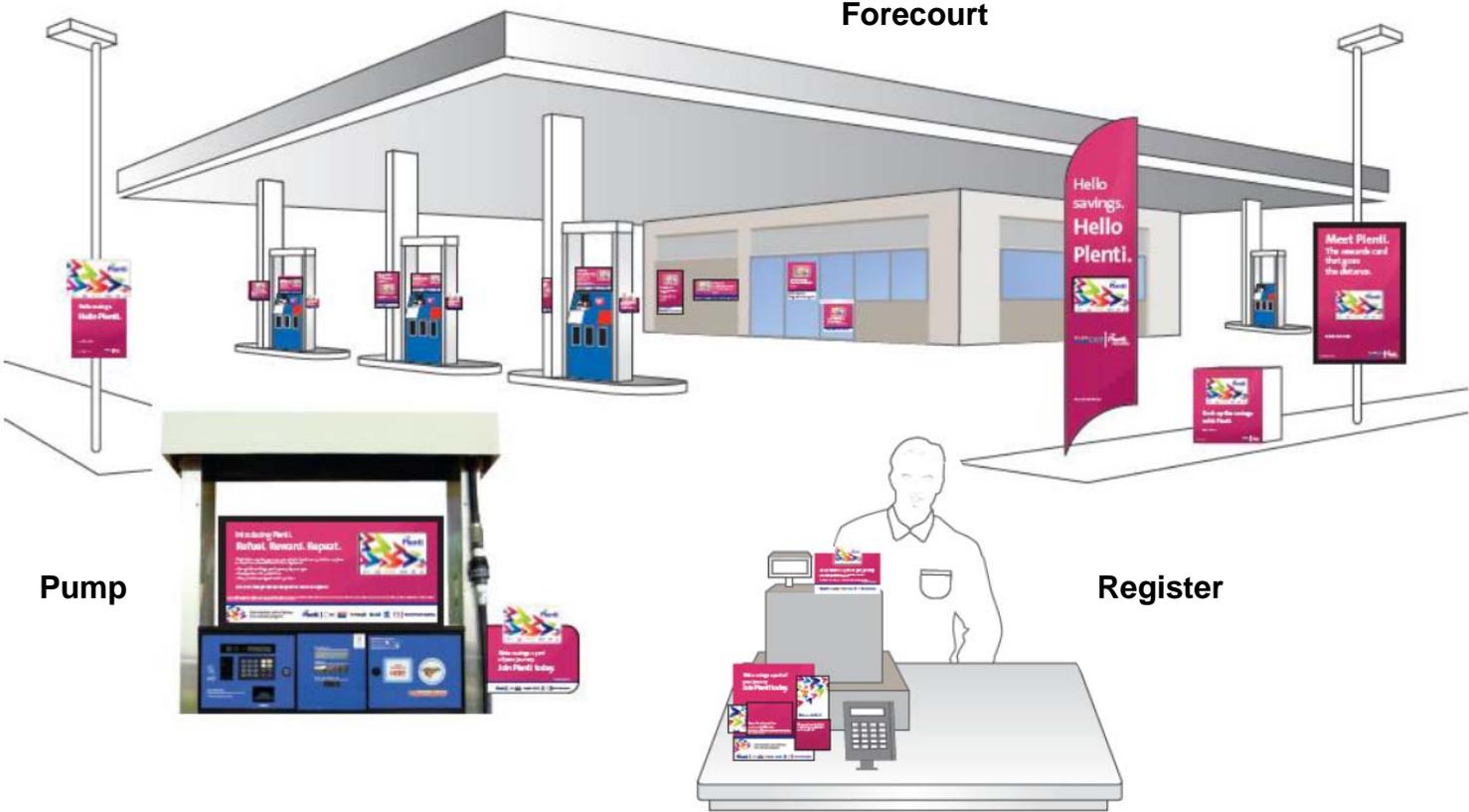
Remember, only enrolled rewards cards are counted toward the store competition. Ensure that members **sign up at [Plenti.com](https://plenti.com) or through the Plenti mobile app.**

### A few tips to help put your stores on the leaderboard:

- Ensure that customers understand the benefits of the rewards card
- Encourage communication at the pump, for customers who don't come inside
- Ensure POS material is prominently displayed, including employee-facing danglers
- If customers already have rewards cards, encourage them to enroll their rewards card
- Visibly post the employee poster in the back room
- Communicate with your employees regarding contest leaders and best-practice reminders



# Job Aid: OSA



## Job Aid: Servicing & Support

### Plenti Help:

Serving and supporting our consumers is important to our success. With the launch of Plenti, the importance grows even more. Listening to consumers' problems and knowing where to go for help is the name of the game. With Plenti, most consumer issues can be addressed by one of two sources:

- Plenti Help: **Plenti.com**, Plenti mobile app or **Plenti Call Center: 1-855-PLENTI1**.
- Card Site Device Help Desk: Call your CSD support number listed in your card guide and select the appropriate prompt for loyalty support. For your added convenience, the POS numbers are **Gilbarco and Verifone: 1-866-603-6483, Wayne: 1-800-866-6762**.

Consumer FAQs	Correct Source for Help
I lost my card, how can I get another one?	This is a question about the Plenti program. To help this consume rin-store, you can offer them another Plenti card and let them know they can merge the two accounts by calling the <b>Plenti Call Center at 1-855-PLENTI1</b>
I was looking over my receipts earlier this morning and noticed that I didn't receive any points for buying my cigarettes. Can you help me out?	This is a question about the Plenti program. Explain to the consumer that some items are not eligible for Plenti points (such as alcohol, tobacco, and lottery). Show the consumer the product exclusions guide placed at your register. If they are still confused, direct them to contact Plenti for more information. <b>Plenti app or the Plenti Call Center found on the back of the card: 1-855-PLENTI1</b>  The technology at your site is running correctly when it does NOT give points for these items.
My account is telling me that I used 2,000 points over the weekend at this location, but I'm positive I didn't use my card here. Can you help me?	This is a question about the Plenti program. It is unlikely that the technology at the site has malfunctioned; it is more likely a fraudulent charge. You should direct the consumer to the <b>Plenti Call Center number found on the back of their card: 1-855-PLENTI1</b> .
Can I get help to finish signing up for Plenti?	This is a question about the Plenti program. This consumer needs help signing up for their Plenti account. You should direct the consumer to <b>Plenti.com or the Plenti app</b> . If the consumer doesn't have access to the internet or a smart phone, tell them to call the Plenti Call Center number on the back of their card: 1-855-PLENTI1.
Can I change my personal information with Plenti?	This is a question about the Plenti program, specifically a question about personal information. You should direct the consumer to <b>Plenti.com or the Plenti app</b> .

## Job Aid: Servicing & Support (continued)

### ExxonMobil Retail Help

Call your CSD support number listed in your card guide and select the appropriate prompt for loyalty support: For your added convenience, the POS number are: **Gilbarco and Verifone: 1-866-603-6483, Wayne: 1-800-866-6762.**

Consumer FAQs	Correct Source for Help
I tried using my points at the gas pump just now and it gave me an error. My account tells me I have points saved up, so I'm very confused.	This is a question about Plenti technology. There may be something wrong with Plenti technology at your site. You should call the Card Site Device Help Desk to resolve the problem.
Whenever I shop at this location, I never seem to get points for my purchases. The card works fine everywhere else. Any ideas?	This is a question about Plenti technology. When the consumer advises their card has been working elsewhere, it is safe to assume there is something wrong with the technology at your site. You should call the Card Site Device to resolve the problem.
Pump number four doesn't read my card.	This is a question about Plenti technology. When the consumer advises their card works at other pumps, it is safe to assume there is something wrong with the technology at that pump. You should call the Card Site Device Help Desk to resolve the problem.
The car wash prompt at the pump has disappeared.	This is a question having to do with malfunctioning technology at the pump and not with the Plenti program. You should call the Card Site Device Help Desk to resolve the problem.
Plenti cards are not working – no error message is displayed.	This is a question about Plenti technology. This has to do with malfunctioning technology at the pump. You should call the Card Site Device Help Desk to resolve the problem.

