



## RETAIL PARTNER GUIDE



## CAN YOU HEAR IT?

The wind of change is blowing through the convenience sector.

Shoppers have re-discovered their local store during the pandemic and are enjoying on-demand convenience in ever-increasing numbers.

But everyone wants a piece of the growing cake, including cash-rich, fast-growing dark store operators. Expect to see very soon delivery hubs popping up across the UK, targeting local convenience store customers.

Meanwhile, Snappy Shopper's convenience retail and tech specialists have been busy enabling 900+ local retailers to successfully deliver an average of £2,300 per week of incremental delivered sales.

So to help you develop your multi-channel offering, PayPoint has integrated the Snappy Shopper Home Delivery management platform into the PayPoint One terminal.



# WELCOME



*“Shopper expectations and needs have changed. On-demand convenience provides retailers with an immense opportunity to thrive. It’s not about if a retailer should do it but how the retailer does it, providing a consistent experience both in-store and online.”*

Anthony Sappor  
Head of Retail Proposition & Partnerships at PayPoint plc

*“I and several of the Snappy Shopper team come from a convenience retail background. We understand how vital local convenience retail is to communities. We work in partnership with our retailers, enabling them to generate significant levels of profitable incremental sales whilst further nurturing relationships with their customer.”*

Mark Steven  
COO at The Snappy Group



# WHY SNAPPY SHOPPER?

Snappy Shopper describes itself as a retail-first tech business. Several key members of the team have spent all or a significant proportion of their career in convenience retail. They understand retailers' needs better than other solution providers.

The Snappy Shopper model stands out for several reasons

## Retailer Benefits

- You can increase cash margin whilst selling at on-shelf retail prices
- No other platform drives sales like Snappy Shopper does
  - The top performing retailer achieved £1.4m of home delivery sales in one year to March 21
  - The top 20 independent c-stores each generated delivered sales of over £500,000 in the same period
- Snappy Shopper's all-round support with onboarding, marketing, account management and customer service is unrivalled in the sector

## Shopper benefits

- Fast, on demand delivery "from as little as 30 minutes"
- Products delivered to the doorstep at on-shelf pricing
- Choice from an extensive range of products
- Delivery by local people employed directly by the trusted local store



# THE LOWDOWN

The Snappy Shopper Order app is now available to use via one device on the PayPoint One terminal, for all retailers, saving space on your counter. Fully Integrated with the PayPoint One EPoS products file\*, price and range management is automated using the PayPoint one terminal and mobile app without the need to rekey new prices and updates.)

- Access to all Snappy Shopper menu features
- Automated price & range management\*\*
- No space taken by a separate terminal
- A 50% saving on the setup fee, reduced to £250, which is refundable\*
- First line support provided by the PayPoint team



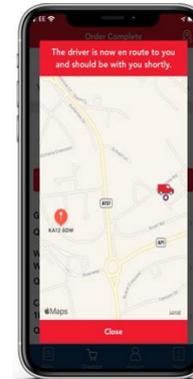
## Back-office suite

Where you can access reports, manage stock availability & assign drivers alongside other functionality



## PayPointOne order app

Your all-in-one terminal, kept at the main service point and which controls the order receipt and delivery process



## Driver app

This notifies and guides drivers throughout assignment, dispatch and delivery



## Customer app

Where your store is identified and shoppers can make their purchases from a store menu

\*subject to your store reaching a pre-agreed performance criteria

\*\*EPoS product file accessible through Pro & Core packages

# IT'S GETTING HOT OUT THERE

The number of on-demand convenience delivery providers is increasing all the time. Retailers who don't get in on the act now risk being "crowded out" as competitors move into their neighbourhood. Deliveries enable your store to extend its reach beyond your natural "bricks and mortar" catchment area. Now is the time for you to take the initiative and partner with Snappy Shopper.



Low commission  
Retailer in charge



Takeaway first  
High commission



Dark store  
operators



Proprietary  
retailer brands

# BETTER OFF WITH SNAPPY SHOPPER

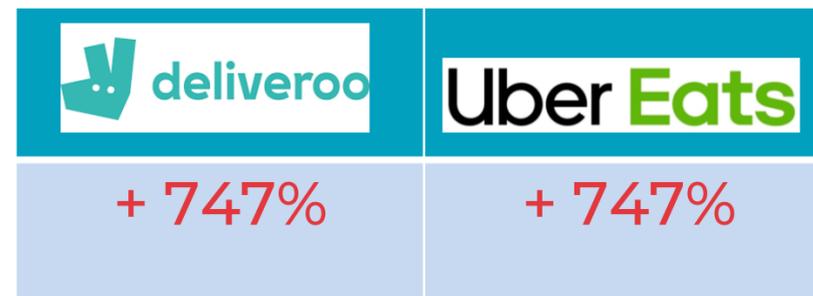
The Snappy Shopper commission model, combined with a successful track record in helping retailers build profitable delivered sales, should give you confidence that you are choosing the right partner.

*Illustration: £2,300 average delivered store sales: 4% customer service charge and 1% retailer commission levy)*

The customer is better off with Snappy Shopper\*....



... and so is the retailer (Source: Better Retailing issued 26<sup>th</sup> February 2021 Title: How do charges compare vs Snappy Shopper?)



Basket of 24 matching or equivalent products randomly selected. Pro-rata price calculated where pack sizes differed; Dundee & Leslie (Fife).

# MARKETING MAGIC

Snappy Shopper retailers record an average basket spend of over £27 (that's 3.5 times higher than the UK convenience in-store average!\*) which has a beneficial impact on your cash profit. Your own local marketing efforts will be critical to your success but Snappy Shopper will also invest significantly in local and national marketing to help you drive sales.



National multi-media campaigns to drive brand awareness and customer acquisition across the channels likely to deliver the biggest impact



Creation and management of paid social media campaigns and expert advice to help you build your own local presence across these channels



Advertising on the Google Ad Network with result-driven, geo-targeted campaigns, aiming to generate app downloads and acquire users



A comprehensive POS kit with internal assets and external signage to be installed by a third-party specialist



A dedicated Snappy account manager to assist in creating an optimised launch plan, and who will continue to support you throughout



Exclusive access to a digital support site where you can download lots of engaging content to be published on your social media channels

# THE SET UP

Your Snappy Shopper personal account manager will undertake a full training programme with you and your team. This includes step-by-step support with:

- **Setting up your menu:** product & image file transfer from your PayPoint One terminal
- **Driver app:** how to set up a driver, what to monitor, protecting your licence under Challenge 25 regulations
- **Stock control:** managing substitutions and out of stock items
- **Order management:** setting up delivery slots and preparing the order for dispatch
- **Marketing and promotions:** the critical factors which will enable a successful launch and sales ramp up



# YOU WON'T BE ALONE



Snappy Shopper can proudly boast of an extensive list of prominent groups and individual retailers who have entrusted it with its technological platform and support programme.



# WANT TO KNOW MORE?

**snappy  
shopper**  
Local store to door

**P** PayPoint



All you need to do is **click here or scan the QR code below**, to fill in the enquiry form. Before you begin, please ensure that you have access to internal, external and signage photos of your store.

The Snappy Sales team will be ready to answer your questions and guide you through the process.



Scan here