

# MOTIFY UPSELL PROMOTER®



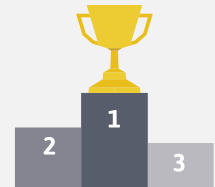
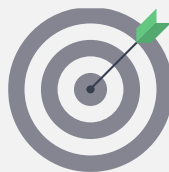
Additional sales are important for an organisation. Why? It **increases the turnover** because it increases the value of the customer. It ensures a **higher profit** because additional sales products often have a higher margin. The **value and motivation** of the staff increase and consequently the **customer experience** increases as well. An additional relevant sale for a customer leads to an increase in appreciation, loyalty and a greater probability to repeat visits.

## WHAT IS THE MOTIFY UPSELL PROMOTER®?

The Motify Upsell Promoter® stimulates additional sales at the checkout by continuously challenging the employee with suitable sales opportunities. How do we do this? We place high quality tablets on location at checkout points. The tablets show a selection of products suitable for additional

sales, each product with a target. The employee indicates on the tablet when additional sales of a certain product have taken place. When the target has been reached, the border around the product turns green.

## BENEFITS



### CONSTANT AWARENESS

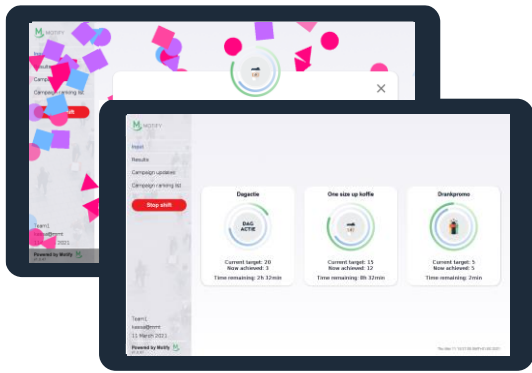
Employees are constantly aware of the possibility of additional sales because the products are in sight.

### CLEAR OBJECTIVES

By setting clear objectives, employees know what is expected of them. They receive direct feedback on the way in which they contribute to the success of the store.

### GAMIFICATION

Each employee or team has his or her own account, which allows for the tracking of his or her individual or team performances. Employees can also view each other's performance via the tablet, creating a form of competition.



## UNDERSTANDABLE FOR EVERYONE

The Motify Upsell Promoter© has an inviting appearance and is user-friendly for the employee. Products are displayed clearly and recognisably and the input of additional sales is completed with a few touches of the screen. This ensures minimal effort for the employee.

## IN CONTROL

The tablets can be controlled remotely online via a personal account. This account contains various products that are suitable for additional sales. With one push on the button, products can be turned on or off on the tablets. This makes it possible to show the most suitable products at any time of the day. This process can also be automated by analyzing historical cash register data



## RESULTS AVAILABLE ONLINE

The Motify Upsell Promoter© uses a Business Intelligence environment. This makes the results, which arise from the use of the system, live and directly visible for the management. In addition, this dashboard offers the possibility to compare results over different periods of time. This makes it possible to intervene at an early stage.

## ABOUT MOTIFY

Motify B.V. is a software company specialised in optimising turnover results. On the one hand by stimulating additional sales at the checkout and on the other hand by measuring guest and customer experience. Up to now, we have been able to retain a number of large clients in Petrol, Leisure en Retail.

## CONTACT

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