




THE UPSSELL

PROGRAM GOAL

- Build culture & team member engagement... have fun!
- Provide employee incentives
- Drive ticket average up and generate more revenue
- Equip stores with more ammo for your sales arsenal

HOW? BY UPSELLING!

- Ice cream sizes
- Waffles
- Pushing the Spendgo (loyalty program) adoption rate

COMPANYWIDE 2022 METRICS		NEW STANDARD METRICS		
METRIC	2022 Percentages	METRIC	GOAL	POINTS
Love It	41.32%	Love It	45%	10
Gotta Have It	15.03%	Gotta Have It	20%	15
Waffles	18%	Waffles	23%	15
SpendGo	16.05%	SpendGo	20%	10

PROGRAM DETAILS

- Every month each store is challenged to hit the new standard metrics listed above.
- At the end of every month any store that hits any of the new standard metrics will accrue points for that specific metric.
- Any store that hits all 4 metrics for the month will earn *an additional 25 points.
- Each week the back office will report on individual store metrics from prior week that will be sent by email.
- Tracking points each month will be kept both in-store using the tracking poster and will be managed in the back office through reporting.

POINT ACCRUAL

At the end of each month, the back office will pull and send around each store's metrics and point. For every store that hits the new standard metric they will receive the corresponding points.

POINT REDEMPTION

When a store has accrued enough points to redeem, each store must collectively choose when they want to redeem their points or continue to save them for the next tier of rewards. Once a store decides to redeem their points, they must then collectively choose what prize to redeem. These gift options cannot be split individually.

REWARD OPTIONS

Once stores start accruing points, they have options to start redeeming prizes for each employee at the different tiers below. Per person.

LIKE IT - 100 PTS.

- \$25 Snappy Gift
- \$25 Amazon Gift Card
- Branded Tumbler
- Branded Hat
- Branded Long-Sleeved T-Shirt

LOVE IT - 150 PTS.

- \$50 Snappy Gift
- \$50 Amazon Gift Card
- Branded Crew Neck
- Branded Hoodie
- Branded Half-Zip
- Crew Outing

GOTTA HAVE IT - 200 PTS.

- \$75 Snappy Gift
- \$75 Amazon Gift Card
- Branded Vans Shoes
- Branded Converse Shoes
- Crew Outing



At the end of the year the top 3 GMs will win an exclusive experience and rewards. More details will be revealed at the end of the year 😊.

Q & A

POINTS

Will I get weekly updates on how well my store is doing?

Yes! Every Monday the back office will send around the metrics for each store from prior week.

Will I get weekly updates on my SpendGo adoption rate?

Stores will get an update around halfway through the month with their SpendGo adoption rate.

When can stores redeem points?

At any time! Any time a store has accrued enough points and the team has collectively decided to redeem their points send an email to theupsell@chicago-scoops.com to redeem.

Is there a limit on how many points our store can accumulate?

No. Once a store has redeemed their points they start again.

REWARDS

What is a Snappy Gift?

Snappy Gift is an online gift system that allows our team members to choose personalized gifts and have them sent directly to their address of choice.

Can crew members split the rewards?

No. When your store decides to redeem their points the team must collectively choose what reward they would like to redeem their points for.



What are the details of The President's Club?

Details for The President's Club will be released when we announce the top 3 general managers at the end of the year.