



Affiniti Cloud In-Dispenser Ordering

Today's consumers expect a fast, personalized, and frictionless experience and this solution delivers! The Pinnacle Affiniti Cloud In-Dispenser Ordering application on the Anthem UX platform provides a scalable, innovative solution for the retailer to increase sales and bring customers inside.

KEY BENEFITS

Speed of Service – When a customer places their own order, it frees up the store staff to do other important tasks. And, as an added benefit, it increases order accuracy – customers get exactly what they want!

Upsell Opportunity – With flexible menu design, retailers can offer their customers ways to customize their purchase, resulting in increased sales dollars.

Get Customers Inside – After placing their order, customers have an opportunity to easily purchase additional items in the store, and add them to their transaction for payment.

Enhanced fueling experience = HAPPY CUSTOMERS!

KEY FEATURES

- Conveniently place order while fueling, complete the order, and go inside or visit the drive-thru to pick up your order. Add other items and pay for everything in one transaction.
- Retailer Facing, Live Order Display For C-Store Associate use. Easily fulfill the consumer's order and deliver it to them – in store, at the pump, or in the drive-thru.
- Cloud Product Catalog for retailer to manage the items and graphics for sale at the Dispenser. Menu items, prices, images and more can all be modified for multiple sites from a centralized dashboard.
- Integrated with Affiniti Cloud POS, Mobile App, and Loyalty, as well as 3rd party POS systems.

PRICING

In-Dispenser Kiosk - \$2.99/month per each FP

Order Display - \$25/month/store



Affiniti Cloud Solutions

Point of Sale Systems
 Loyalty and Shopper Engagement
 Mobile and Web Ordering Apps
 Frictionless Checkout Solutions

Affiniti Cloud Platform Solutions

While the Affiniti Cloud In-Dispenser Ordering solution can be installed stand-alone with no other Pinnacle integrated software (and works very well in such an environment), it is designed to operate completely integrated with all other Affiniti Cloud Platform Solutions. For example, when running with an Affiniti Cloud Self-Checkout, a customer can place their order at the dispenser, then come inside and add additional items at the Self-Checkout with no cashier intervention.

MULTIPLE WAYS TO ORDER

Whether ordering from within the store at the Affiniti In-Store Kiosk terminal, or from their home on their Retailer Branded Mobile App, customers can customize their order the way they want it!

Regardless of where they're ordering from, you'll see a proven lift in your foodservice operations.

And with the flexibility of utilizing a TRUE Cloud architecture and web-based applications, brand, as well as menu customizations, are capable in real time. Menu items, prices, images and more can be modified for multiple sites from a centralized dashboard.



MULTIPLE WAYS TO CHECKOUT

Affiniti Cloud POS – A feature-rich cashier-friendly front counter experience, integrated with loyalty and shopper engagement tools, as well as mobile and foodservice capabilities.

Affiniti Self-Checkout – The benefits of self-checkout are not only shorter lines and a quicker purchase process, but also more staff availability to complete other tasks. As your employees focus less on customer checkout and cash handling, they can focus on other activities like stocking shelves, keeping the store tidy, and being available for customer questions.

One Cloud Platform. Complete Integration.

A Suite of Products **built for retailers** that are fully integrated, with a shared product catalog and underlying micro-services architecture, ready to scale and extend to help you meet your consumers' needs **today...and tomorrow.**



Want to know more? Contact us.