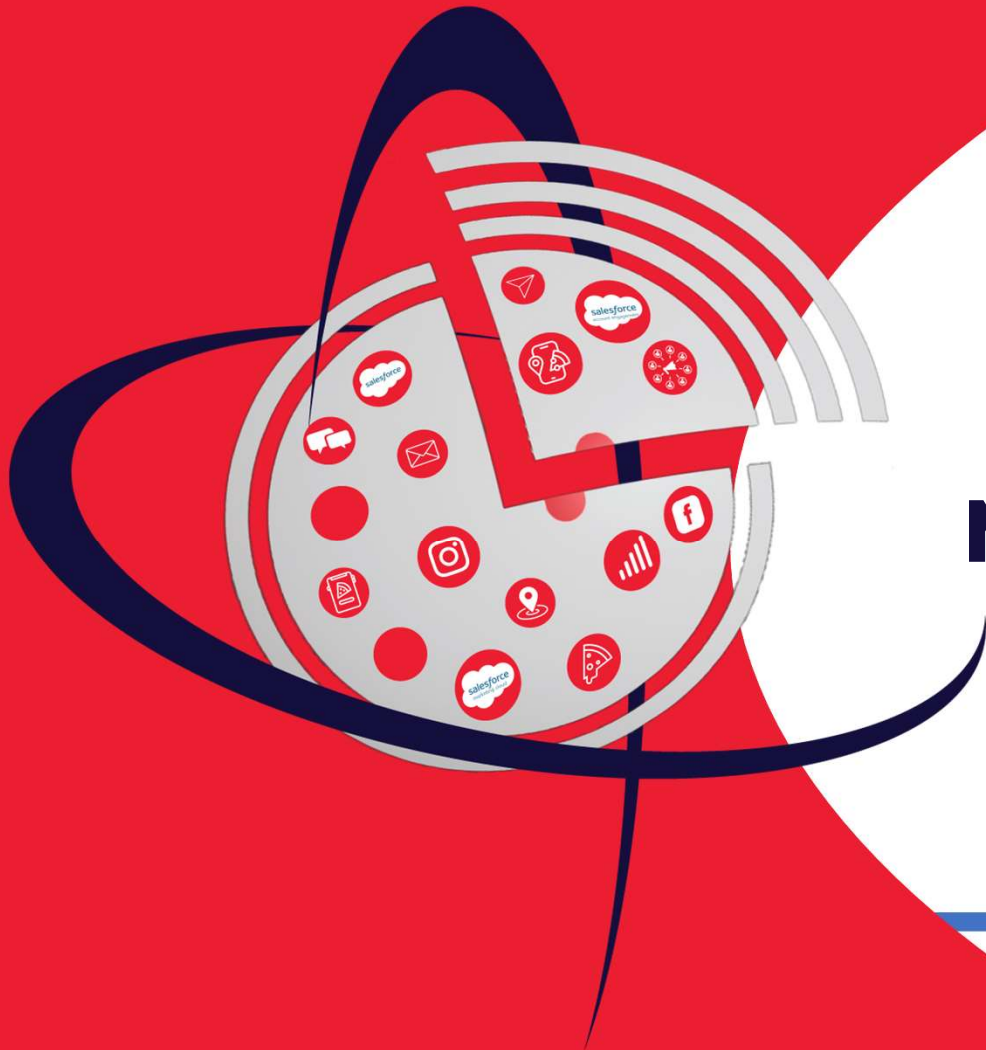


# **Digital Consumer Experience**

---



# MEET THE DCE TEAM

# MEET THE DCE TEAM



**JADEN HOEKE**  
Digital Onboarding



**JENNIFER ROSE**  
Digital Marketing Guru



**CONNOR SEGEBARTH**  
Coming Soon  
XM Specialist



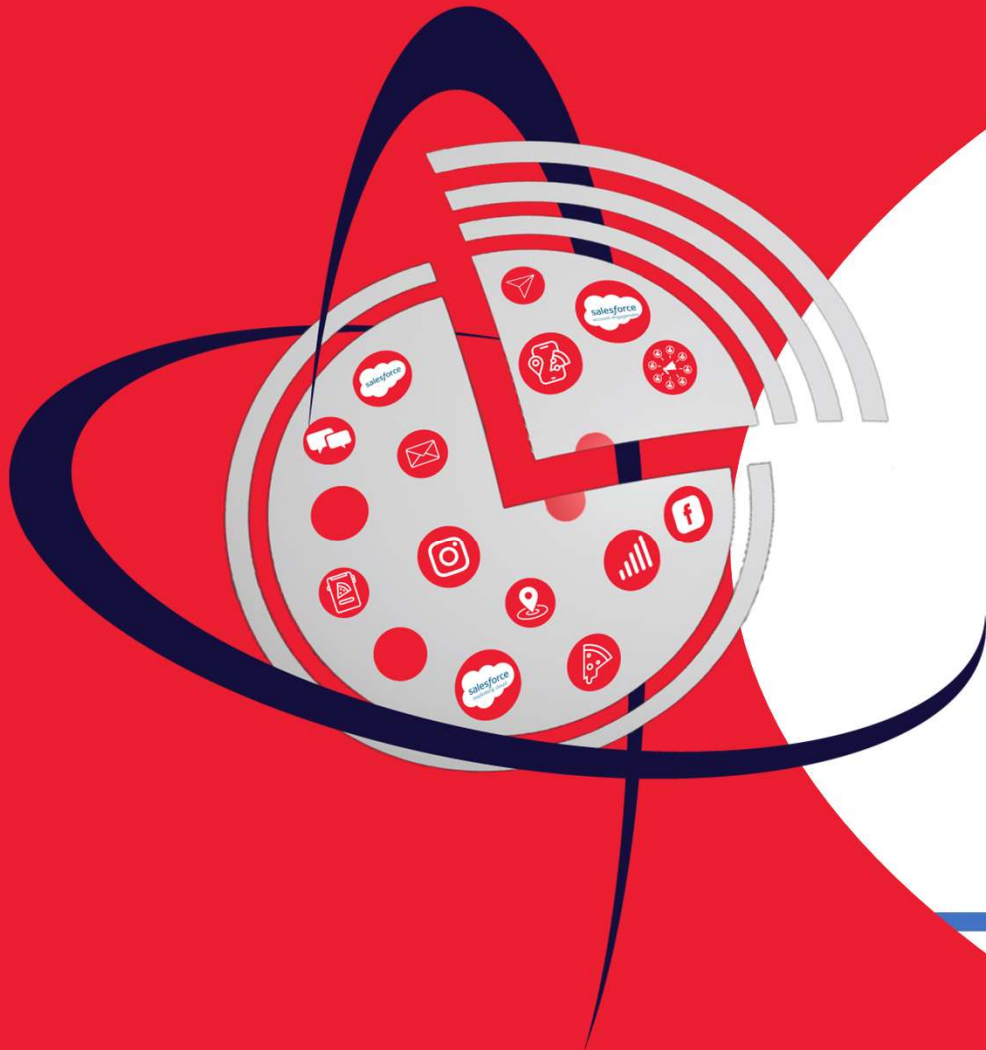
**ROBERT MAGGARD**  
Customer Relationship  
Specialist



**JOSH FERGUSON**  
Installation & Support



**CRAIG SCHUTZ**  
XM Specialist

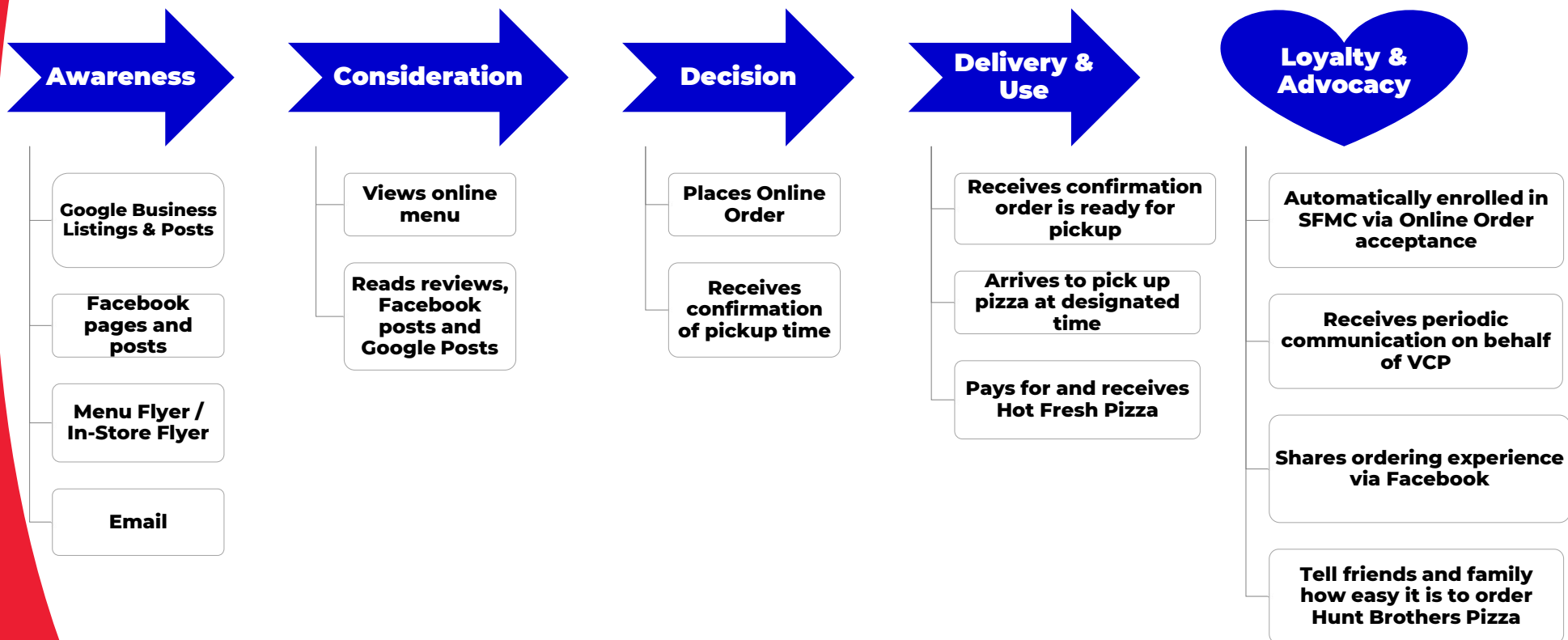


# WHAT IS DCE

# WHAT IS DCE?

- **Experience** is the **PERCEPTION** people have of their **INTERACTIONS** with your brand
- **Experience Management** is being **INTENTIONAL** about those interactions
- **Digital Consumer Experience** is the **JOURNEY** our LCP takes with our brand through measurable, digital channels that we manage with intent

# Digital Consumer Journey



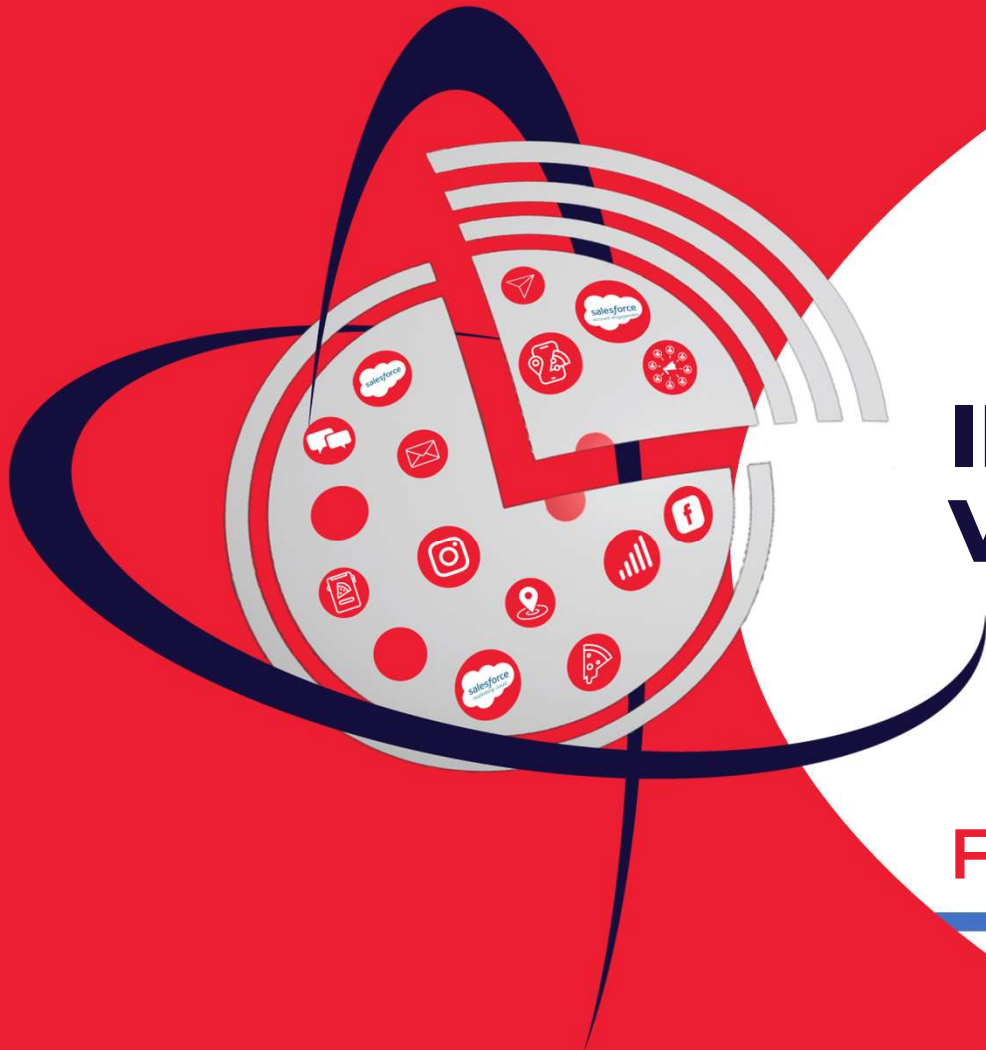
# What is the DCE Program to our VCPs

- The Digital Consumer Experience Program is a solution that allows us to make it easier for our VCPs to:
  - Show up online
  - Receive digital orders
  - Build a digital audience
  - Drive new and repeat business through digital marketing
  - Streamline operations
  - Futureproof their investment

# What is the DCE program to us?

- The Digital Consumer Experience Program is a solution that allows us to:
  - Improve LCP Experience
  - Improve VCP Experience
  - Drive profitability
  - Expand control over our brand by facilitating digital communication with consumers on behalf of our VCPs





# IMPROVING LCP & VCP EXPERIENCE

FUTURE-PROOF

---

# FUTURE-PROOF

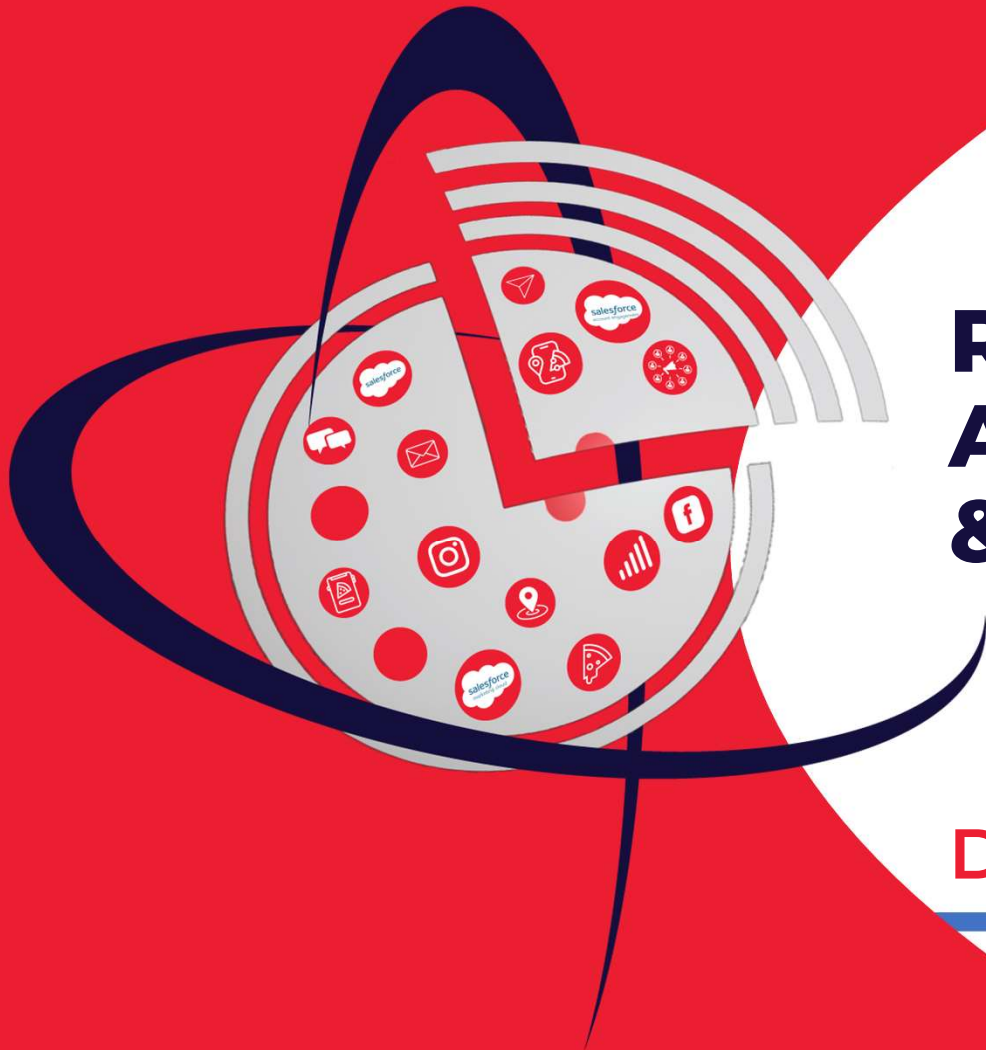
- **Hunt Brothers® Pizza** is the #1 branded pizza program in the c-store industry
- If someone takes that spot from us, it **WON'T** be because they have a **better product**
- It **WON'T** be because they have **better people** or provide **better service**

# FUTURE-PROOF

- If someone takes the #1 spot from us, it will be because they provide a better experience
  - How easy is it for consumers to find Hunt Brothers Pizza?
  - How easy is it for consumers to order Hunt Brothers Pizza?
  - How easy is it for consumers to get their hot, fresh pizza?
  - How easy is it for VCPs to operate our program and succeed?

# FUTURE-PROOF

- Being as **DOMINANT** in **EXPERIENCE** as we are in **BRAND, PRODUCT, and SERVICE** – while remaining faithful to the **Core Values** and **Guiding Principles** that got us where we are today – will protect our place at the top for **GENERATIONS** to come.



# **Retail Consumer Attrition (RCA) + New & Same Store Sales**

**DRIVING PROFITABILITY**

---

# Retail Consumer Attrition



**RCA measures our VCP's change in sales through their first 26 weeks selling pizza**



**On paper, a VCP selling 250 pizzas per week looks pretty good**

**What if they used to sell 400?**



**RCA compares the first and second thirteen weeks selling pizza**

# Retail Consumer Attrition

- A new store opened in 2016 sold 20% fewer units after their first 6 months
- A new store opened in 2022 sold 3.6% fewer units after their first 6 months
- That's a 28 unit/week difference if you start with 170 units/week

Install Year	Q2	Q3	Q4
2016	-16.78%	-20.52%	-20.55%
2017	-16.02%	-20.43%	-21.79%
2018	-14.04%	-15.61%	-13.64%
2019	-16.03%	-14.95%	-14.18%
2020	-9.68%	-9.67%	-9.74%
2021	-12.35%	-13.61%	-14.37%
2022	-6.61%	-3.57%	-3.48%

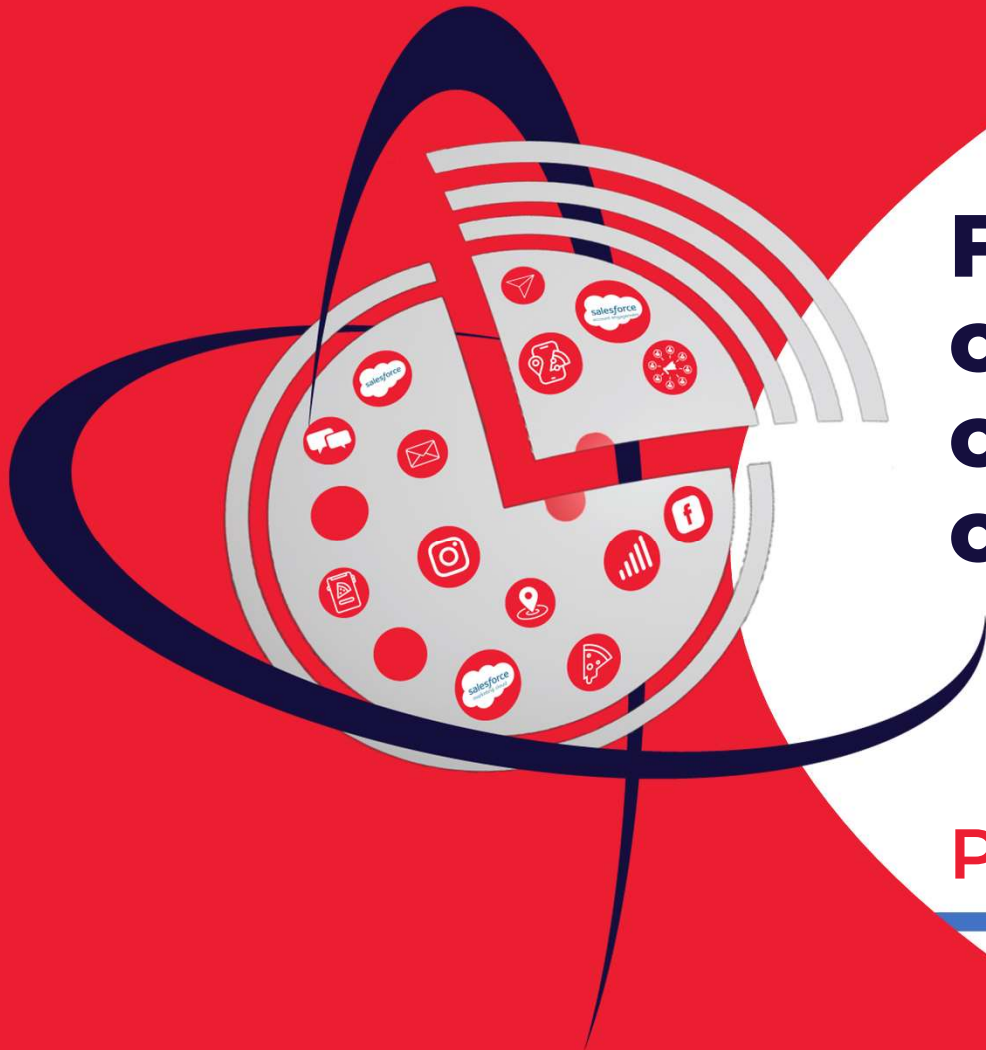
# NEW VCP SALES

- New VCPs installed in 2022 with DCE averaged 14 more units per week than those without



# Same Store Pizza Sales

- Existing VCPs with DCE are outperforming those without in Same Store Pizza sales by 7.1%



# Facilitating digital communication with consumers on behalf of our VCPs

PROTECTING THE BRAND

---

# Expand Brand Control

Before DCE



After DCE



# Expand Brand Control

## Before DCE



## After DCE

Tired of cooking but still need to eat? We get it. Bring home pizza! Everybody loves it, and there's no prep work or cleaning to do after. Order your hassle-free dinner now:  
<https://www.restaurantlogin.com/ordering/restaurant/menu..>

Don't forget we offer All Toppings No Extra Charge®!



# Expand Brand Control

## Before DCE



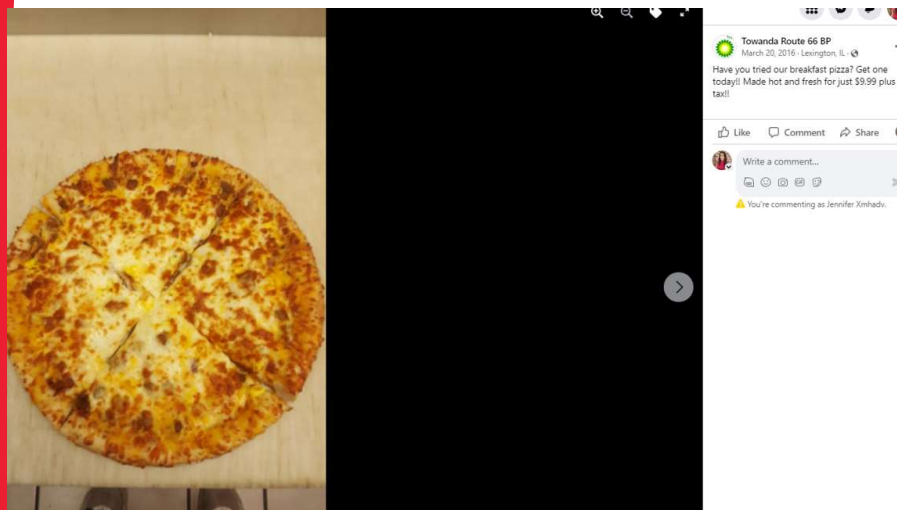
## After DCE





# Expand Brand Control

## Before DCE



## After DCE

Who says you can't have pizza for breakfast? It's good, and our specialty Breakfast Pizza baked fresh is the best. Topped with fluffy scrambled eggs, chopped bacon, breakfast sausage, and of course a blend of mozzarella and cheddar, it's all there on our signature buttered crust for one heck of a breakfast any time, day or night. Order online at: [https://www.restaurantlogin.com/api/fb/eeewa\\_j](https://www.restaurantlogin.com/api/fb/eeewa_j) or Call us at 701-678-2385 to place your order.



# Expand Brand Control

## Before DCE

**WINGS** Southern Style or Hot 'n Spicy

Single Order Wings \$3.79 400-580 cal  
Double Order Wings \$7.29 800-1160 cal  
ASK ABOUT OUR PARTY SIZE ORDER

**WINGBITES®** Home Style or Buffalo

Single Order WingBites® \$2.99 330-340 cal  
Double Order WingBites® \$5.49 670-680 cal  
ASK ABOUT OUR PARTY SIZE ORDER

**HUNK A PIZZA®** ¼ of a Whole Pizza

1 HUNK \$3.19 2 HUNKS \$6.19  
Loaded Original Crust 530 cal

2,000 calories a day is used for general nutrition advice, but calorie needs vary. Additional nutrition information available upon request.  
Z4 7047 ©Copyright 2020 Hunt Brothers Pizza, LLC

**CALL AHEAD TO ORDER:**

CALL AHEAD  
(785) 985-2141  
JOHNS MARKET  
325 E LOCUST  
TROY, KS 66087

**HUNT BROTHERS PIZZA** [huntbrotherspizza.com](http://huntbrotherspizza.com)

## After DCE

**BREAKFAST PIZZA**  
Scrambled Eggs, Breakfast Sausage, Bacon, Mozzarella & Cheddar Cheese on a Buttered Crust.....8 slices per pizza 250 cal/slice

**HUNT BROTHERS PIZZA**

**ALL TOPPINGS, NO EXTRA CHARGE**  
Any 12" Pizza Only \$11.99

**WINGBITES®** Home Style or Buffalo

Single Order Wingbites® \$3.39 300-340cal  
Double Order Wingbites® \$6.19 670-680 cal

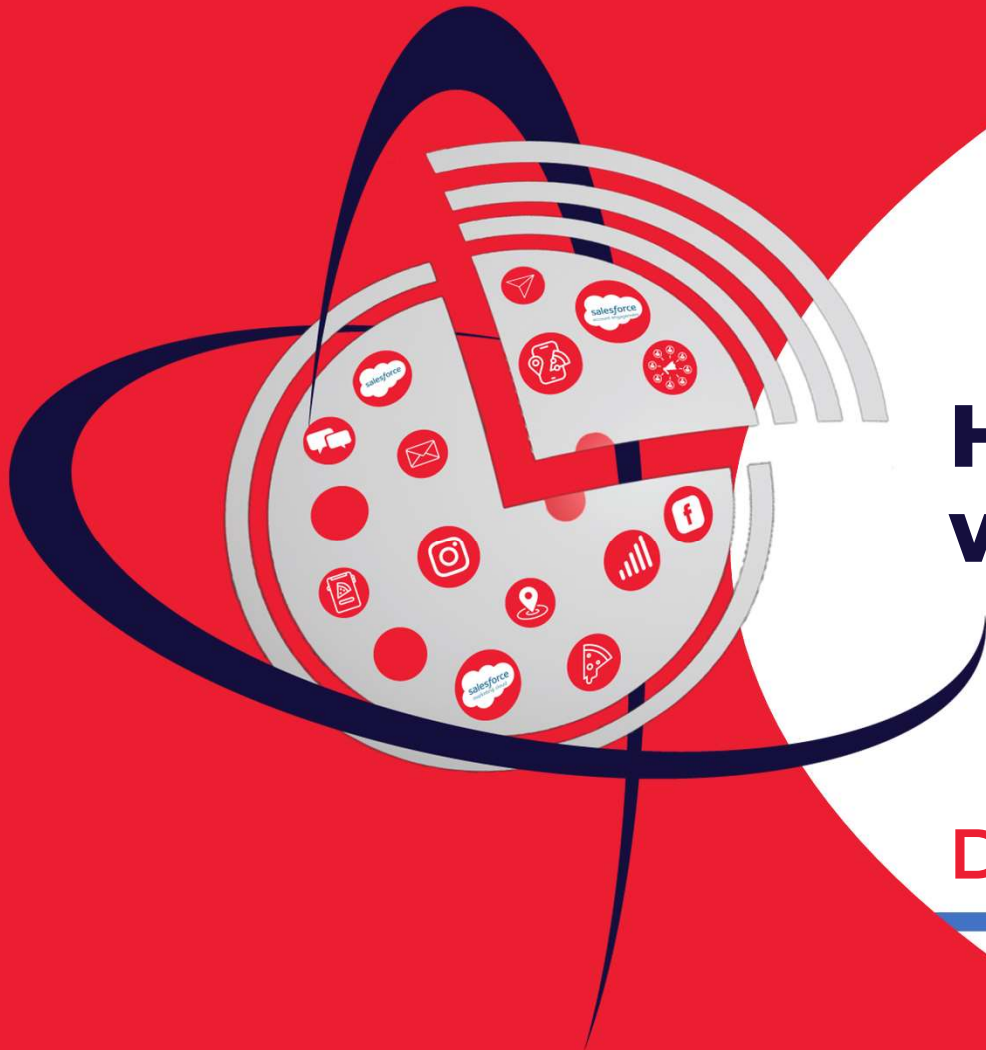
**WINGS** Southern Style or Hot 'n Spicy

Single Order Wings \$4.99 400-580 cal  
Double Order Wings \$9.69 800-1160 cal

**ORDER ONLINE OR CALL AHEAD**

**Capitol Food Mart**  
(502) 352-9576  
301 W 2nd St  
Frankfort, KY 40601

OPEN YOUR CAMERA → SCAN THE CODE → TAP THE LINK



# How we know DCE is working

DCE IMPACT

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# How we know it's working

- Retail Consumer Attrition is **LOWER** than it's ever been
- New VCPs with DCE are averaging **14 more units per week** in their first 6 months selling pizza than those without
- Existing VCPs with DCE are **outperforming** those without in Same Store Pizza sales **by 7.1%**

# Success with Active Facebook Pages

- **Isom IGA – Isom, KY**
  - Averaging \$18,000 in online orders each month
- **Annville Town and Country – Annville, KY**
  - Has sold over \$184,000 online
- **Cruz Thru – Newland, NC**
  - Averaging over \$9,000 per month online
- **The Scoop – Charleston, MO**
  - Averaging over \$6,000 per month online

# Success without Facebook

- Tallapoosa Foodmart
- Averaging over \$1,000 each month with DCE – without a Facebook page – based on handing out Menu Flyers
- Breakdown of their business:
  - 33% Menu Flyers
  - 25% Marketing Cloud Emails
  - 25% Facebook referrals
  - 17% Google Business Listings

# 25% Order Dollar Increase with Menu Flyer Redesign

## Before Redesign



The 'Before Redesign' menu flyer features a clean, white background with red accents. It displays two plates of wings, a slice of pizza, and a QR code. The text is simple and direct, listing items and prices.

**WINGS** Southern Style or Hot 'n Spicy

Single Order Wings 400-580 cal  
Double Order Wings 800-1160 cal  
ASK ABOUT OUR PARTY SIZE ORDER

**WINGBITES®** Home Style or Buffalo

Single Order WingBites® 330-340 cal  
Double Order WingBites® 670-680 cal  
ASK ABOUT OUR PARTY SIZE ORDER

**HUNK A PIZZA®** ¼ of a Whole Pizza

Loaded Original Crust 530 cal

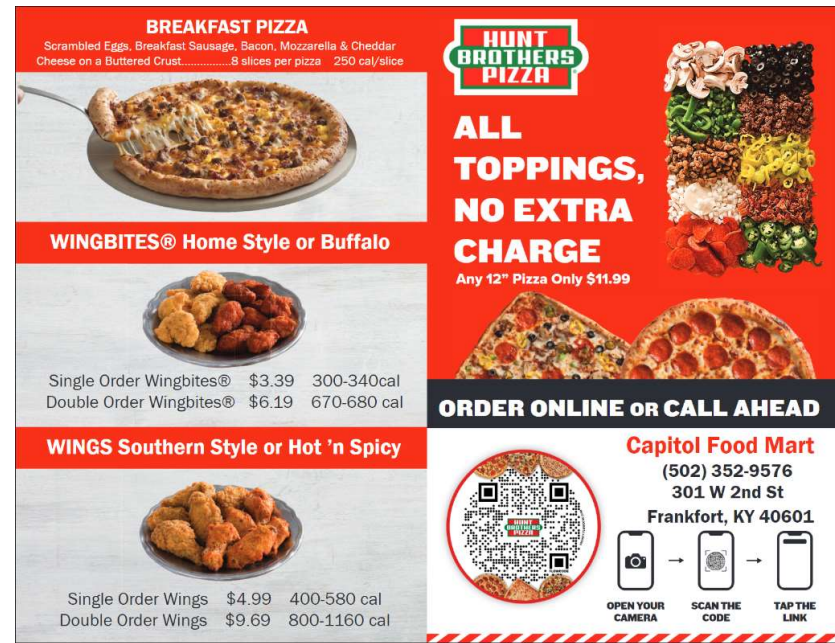
2,000 calories a day is used for general nutrition advice, but calorie needs vary. Additional nutrition information available upon request.  
Z4 7047 ©Copyright 2020 Hunt Brothers Pizza, LLC

**CALL AHEAD TO ORDER:**  
Scan the QR Code to Order Online.

(606) 247-2030  
Town & Country  
3930 Veterans  
Memorial Hwy  
Sharpsburg, KY 40374

**HUNT BROTHERS PIZZA**  
huntbrotherspizza.com

## After



The 'After' menu flyer is more vibrant and detailed. It features a red background with white and yellow text. It includes images of a breakfast pizza, wings, and pizza slices, along with a QR code and a list of toppings. The layout is more organized and visually appealing.

**BREAKFAST PIZZA**  
Scrambled Eggs, Breakfast Sausage, Bacon, Mozzarella & Cheddar Cheese on a Buttered Crust.....8 slices per pizza 250 cal/slice

**HUNT BROTHERS PIZZA**

**ALL TOPPINGS, NO EXTRA CHARGE**  
Any 12" Pizza Only \$11.99

**WINGBITES®** Home Style or Buffalo

Single Order Wingbites® \$3.39 300-340cal  
Double Order Wingbites® \$6.19 670-680 cal

**WINGS** Southern Style or Hot 'n Spicy

Single Order Wings \$4.99 400-580 cal  
Double Order Wings \$9.69 800-1160 cal

**ORDER ONLINE OR CALL AHEAD**

**Capitol Food Mart**  
(502) 352-9576  
301 W 2nd St  
Frankfort, KY 40601

OPEN YOUR CAMERA → SCAN THE CODE → TAP THE LINK

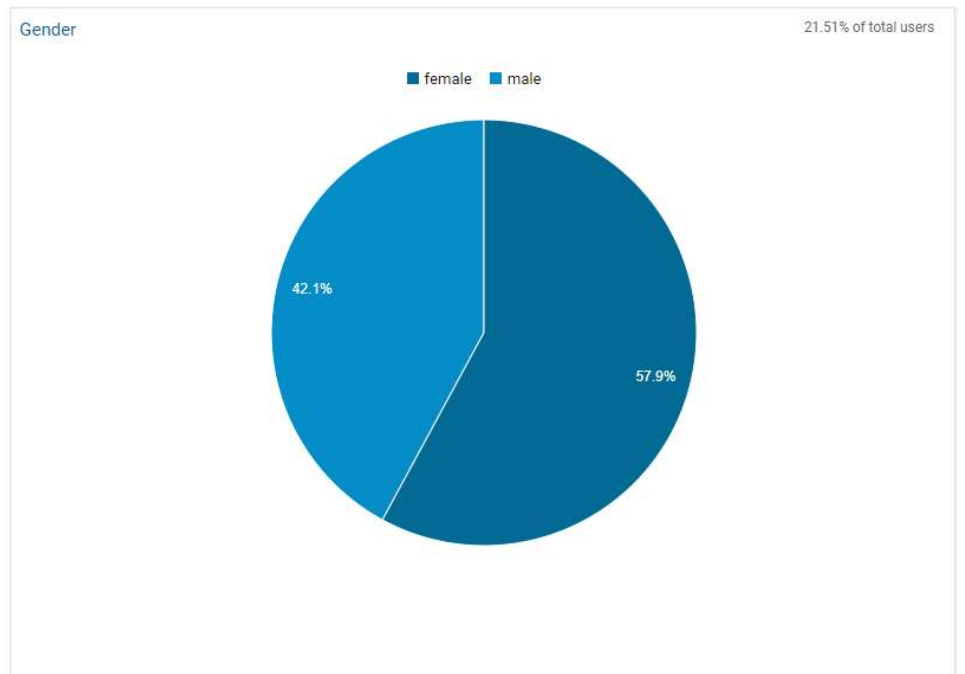
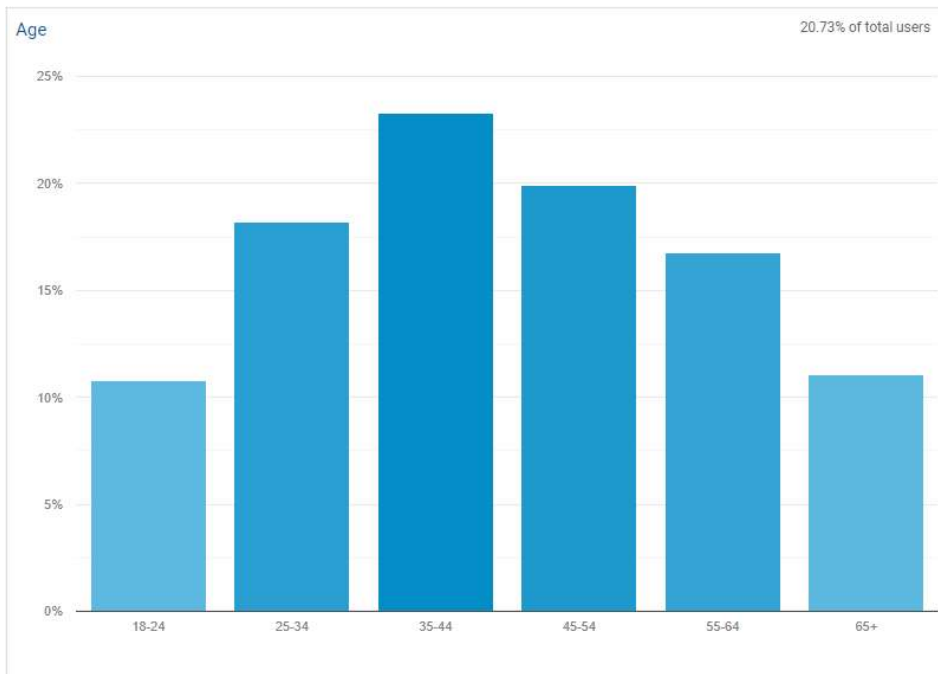
**HUNT BROTHERS PIZZA**  
huntbrotherspizza.com

# Success with Menu Flyers

- In March 2023, 13% of our DCE Order dollars came through Menu Flyer QR codes
- Since the redesign, over 16% of our DCE Order dollars have come from Menu Flyer QR codes
- That increase is worth thousands of dollars in additional orders each week



# Most LCPs are 35-44 & Female



# Many LCPs are Pet Lovers

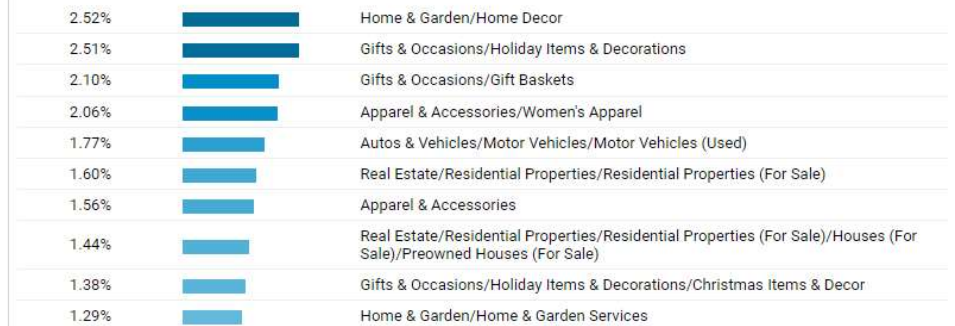
Affinity Category (reach)

15.18% of total users



In-Market Segment

18.00% of total users





# Most LCPs like Apple

- 67% of DCE Order dollars have come from Apple devices

Mobile Device Branding ?	Acquisition			Behavior			Conversions <span>Goal 6: checkout</span>		
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	checkout (Goal 6 Conversion Rate) ?	checkout (Goal 6 Completions) ?	checkout (Goal 6 Value) ↓
	117,199 % of Total: 89.18% (131,419)	116,900 % of Total: 88.36% (132,297)	162,312 % of Total: 89.61% (181,126)	51.10% Avg for View: 51.61% (-0.99%)	1.12 Avg for View: 1.12 (-0.58%)	00:01:49 Avg for View: 00:01:52 (-2.51%)	26.64% Avg for View: 26.64% (-0.02%)	43,234 % of Total: 89.59% (48,255)	\$871,975.00 % of Total: 91.17% (\$956,408.00)
<input type="checkbox"/> 1. Apple	78,819 (67.03%)	78,586 (67.22%)	102,974 (63.44%)	49.64%	1.11	00:01:52	28.37%	29,216 (67.58%)	\$585,025.00 (67.09%)
<input type="checkbox"/> 2. Samsung	23,470 (19.96%)	23,454 (20.06%)	36,991 (22.79%)	51.30%	1.13	00:01:50	25.51%	9,435 (21.82%)	\$191,694.00 (21.98%)

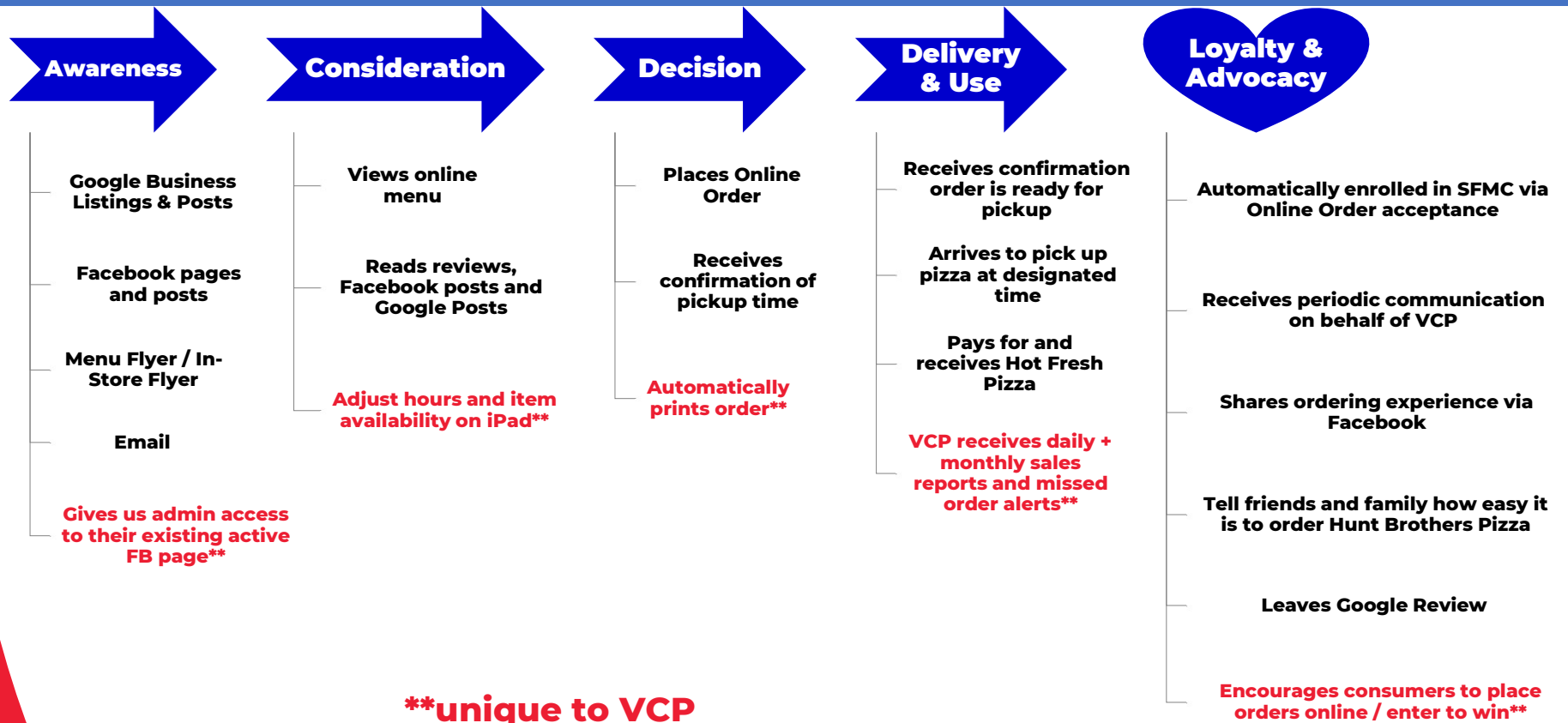
# They Check their Email!

- Our open rate and click to open rate are 50% and 70% above industry benchmarks

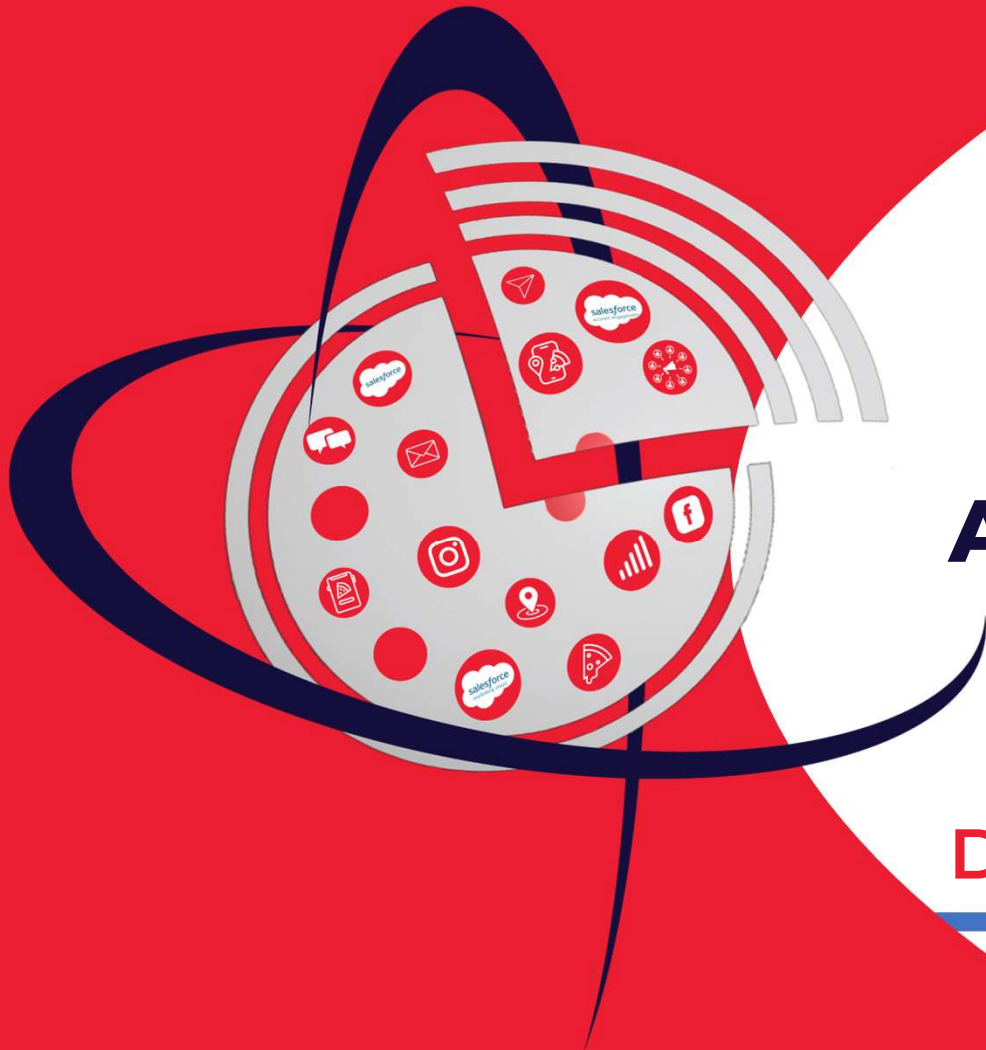
Email Content Name	Email Subject	# Sends ↓	# Unique Opens	# Unique Clicks	# Open Rate	# Click to Open Rate
All Toppings, No Extra Charge	All Toppings, No Extra Charge. Hunt Brothers' ...	87,809	26,177	513	30.37 %	1.96 %
Family Pizza Night - Friday Email	Family Pizza Night with Hunt Brothers' Pizza	59,862	18,234	414	30.93 %	2.27 %
GAME DAY - SUNDAY	Order Your Game Day Pizzas with All Toppings...	48,193	15,451	331	32.61 %	2.14 %
Super Bowl Pre-Order	Avoid Long Waits for The Big Game	21,995	6,831	142	31.80 %	2.08 %
LTO - CBR COMING SOON	Sneak Peek at What's Coming Your Way	18,570	5,993	158	33.69 %	2.64 %
LTO - CBR	Chicken Bacon Ranch is Back- For a Limited Ti...	18,354	5,237	106	29.70 %	2.02 %
YOUR GAME DAY - 20230220_1...	For Your Next Game Provide a Meal Everyone ...	15,075	4,532	79	30.32 %	1.74 %
1 - Taste the Madness	Taste the Madness - It's Basketball Time	13,663	4,407	78	32.59 %	1.77 %
2 - Taste the Madness - 2023030...	👉 Taste the Madness - It's Basketball Time 🍕	13,603	4,172	90	30.91 %	2.16 %
3 - Taste the Madness - 2023030...	Eat Like Nobody is Watching	13,537	3,965	65	29.53 %	1.64 %
4 - Taste the Madness - 2023030...	👉 Let's Get Crazy!	13,506	4,126	77	30.91 %	1.87 %
5 - Taste the Madness - 2023030...	🍕 Taste the Madness	13,456	4,078	62	30.86 %	1.52 %
6 - Taste the Madness - 2023030...	👉 Time to Let the Madness Take Over	13,395	4,377	78	32.83 %	1.78 %
LTO - BCP - 20230206_105626	Hurry, we are almost out - ORDER NOW	11,364	3,460	89	31.12 %	2.57 %
Super Bowl Game Day	Are You Ready? It's Game Day!	11,119	3,390	63	31.08 %	1.86 %
National Pizza Day	Celebrate National Pizza Day	10,974	3,313	65	31.00 %	1.96 %
<b>Total</b>		<b>426,766</b>	<b>132,331</b>	<b>3,037</b>	<b>31.59 %</b>	<b>2.30 %</b>



# Digital Journey Overview



**\*\*unique to VCP**



# **AWARENESS**

## **DCE PROGRAM OVERVIEW**

---

# Awareness

- The DCE Program makes it easy to be found online:
  - Google Business Listings
  - Google Business Posts
  - Facebook Posts
  - Menu Flyers
  - In-Store Signage
  - Email
  - Website

# Google Business Listings and Posts

**L TOPPINGS EXTRA CHARGE**

Noble's Restaurant and Truck Stop

Country Cuts

See photos

See outside

## Hunt Brothers Pizza

Website Directions Save Call

5.0 ★★★★★ 2 Google reviews

• Pizza restaurant

**ORDER ONLINE**

Convenience store-based pizza chain doling out create-your-own pies along with wings.

**Service options:** Takeout · No dine-in · No delivery

**Address:** 1205 Owenton Rd, Corinth, KY 41010

**Hours:** Open 24 hours ▾

**Menu:** huntbrotherspizza.com

**Phone:** (859) 823-5106

[Suggest an edit](#)

From Hunt Brothers Pizza

"Hot, Fresh Hunt Brothers® Pizza! All Toppings No Extra Charge®! That's over 1,024 combinations to try!"

 Hunt Brothers Pizza on Google



WARNING - easy supper option ahead!! Have an easy night and spend more time with your family and less time cooking!...

54 mins ago



Tired of cooking but still need eat? We get it. Bring home pizza! Everybody loves it, and there's no prep work or...

4 days ago

# Google Business Listings

- Thru the first 21 weeks of 2023
  - 11,661,991 Total Google Business Listing Views
  - 51,416 Business Profile Interactions (BPI)
- **Business Profile Interactions (BPI)**
  - Actions taken on the Google Business Listings, EXCLUDING placing an online order
  - Calls to order, Requests for directions, Website visits



# Facebook Posts

Tired of cooking but still need to eat? We get it. Bring home pizza! Everybody loves it, and there's no prep work or cleaning to do after. Order your hassle-free dinner now:  
<https://www.restaurantlogin.com/ordering/restaurant/menu..>

Don't forget we offer All Toppings No Extra Charge®!

**HOT AND READY FOR  
YOU TO PICK UP**



**HUNT  
BROTHERS  
PIZZA**  
DISTRIBUTED BY  
PIZZA WHOLESALE  
OF LEXINGTON, INC.

**CALL AHEAD OR ORDER ONLINE**

What's your number one favorite pizza topping?! Can't choose only one?? Get all of your favorite toppings at no extra charge!!

Order here: <https://www.restaurantlogin.com/ordering/restaurant/menu...>

**ALL  
TOPPINGS  
NO EXTRA  
CHARGE**



**HUNT  
BROTHERS  
PIZZA**  
DISTRIBUTED BY  
PIZZA WHOLESALE  
OF LEXINGTON, INC.

# Menu Flyers

**BREAKFAST PIZZA**  
 Scrambled Eggs, Breakfast Sausage, Bacon, Mozzarella & Cheddar Cheese on a Buttered Crust.....8 slices per pizza 250 cal/slice



**WINGBITES® Home Style or Buffalo**



Single Order Wingbites® \$3.39 300-340cal  
 Double Order Wingbites® \$6.19 670-680 cal

**WINGS Southern Style or Hot 'n Spicy**



Single Order Wings \$4.99 400-580 cal  
 Double Order Wings \$9.69 800-1160 cal

**HUNT BROTHERS PIZZA**

**ALL TOPPINGS, NO EXTRA CHARGE**

Any 12" Pizza Only \$11.99




**ORDER ONLINE OR CALL AHEAD**



**Capitol Food Mart**  
 (502) 352-9576  
 301 W 2nd St  
 Frankfort, KY 40601



OPEN YOUR CAMERA → SCAN THE CODE → TAP THE LINK

# In-Store Signage

**HUNT BROTHERS PIZZA**

**ORDER ONLINE TODAY!**

Scan to View Menu

OPEN YOUR CAMERA → SCAN THE CODE → TAP THE LINK

This signage features the Hunt Brothers Pizza logo at the top. Below it, the text "ORDER ONLINE TODAY!" is prominently displayed. A large QR code is centered on a circular background that shows a pizza. At the bottom, a three-step process is illustrated with icons: "OPEN YOUR CAMERA", "SCAN THE CODE", and "TAP THE LINK".

**ALL TOPPINGS NO EXTRA CHARGE**

SCAN TO VIEW OUR MENU AND **ORDER ONLINE**

**HUNT BROTHERS PIZZA**

YOUR NEXT ORDER IS ONE CLICK AWAY

**ADD TO HOME SCREEN**

STEP 1: ANDROID IPHONE

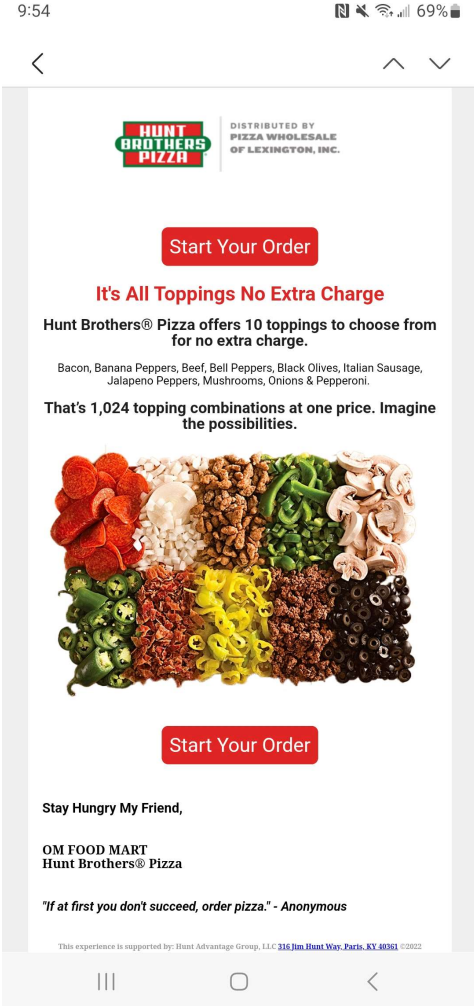
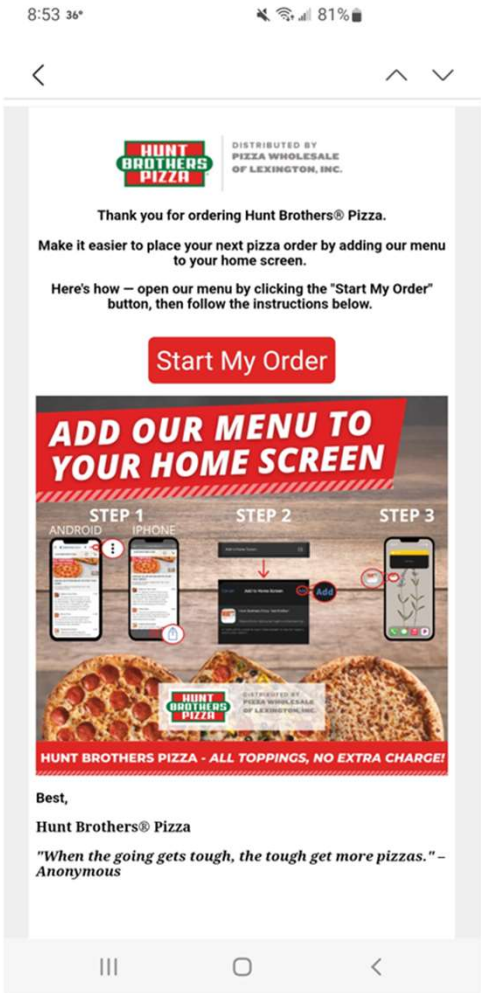
STEP 2: Add to Home Screen

STEP 3: Add

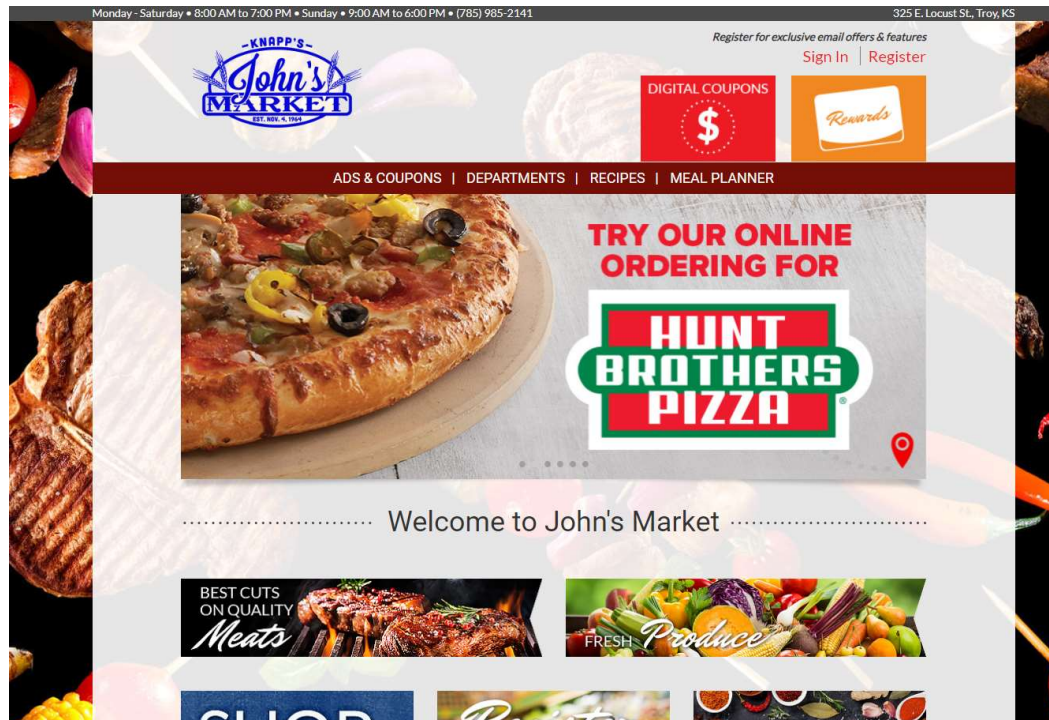
This signage features the Hunt Brothers Pizza logo at the top right. The main headline reads "ALL TOPPINGS NO EXTRA CHARGE". Below this, it says "SCAN TO VIEW OUR MENU AND ORDER ONLINE". A large QR code is centered on a circular background showing a pizza. Below the QR code, it says "YOUR NEXT ORDER IS ONE CLICK AWAY" and "ADD TO HOME SCREEN". A three-step process is illustrated with screenshots from an Android and iPhone: "STEP 1: ANDROID IPHONE" shows the menu being scanned; "STEP 2: Add to Home Screen" shows the app icon being added; "STEP 3: Add" shows the final confirmation.



# Email



# Website



- John's Market in Troy, KS has received over \$8,000 in orders from their website
- Over 21% of DCE Order dollars has come from people clicking that picture

# Taking it to the Next Level

- Yext is a listing management solution with managed Social Posting
- This means our VCPs will show up more places
- This also means we can truly scale our ability to digitally market on Facebook and Google

Site	Total Listings Impressions
AmericanTowns.com	3
AroundMe	757
Bing	651
Facebook	1,031,518
Google Business Profile	51,516
MerchantCircle	9
Opendi	4
YP.com	474
YellowPageCity.com	1
n49	2
Grand Total	1.08M

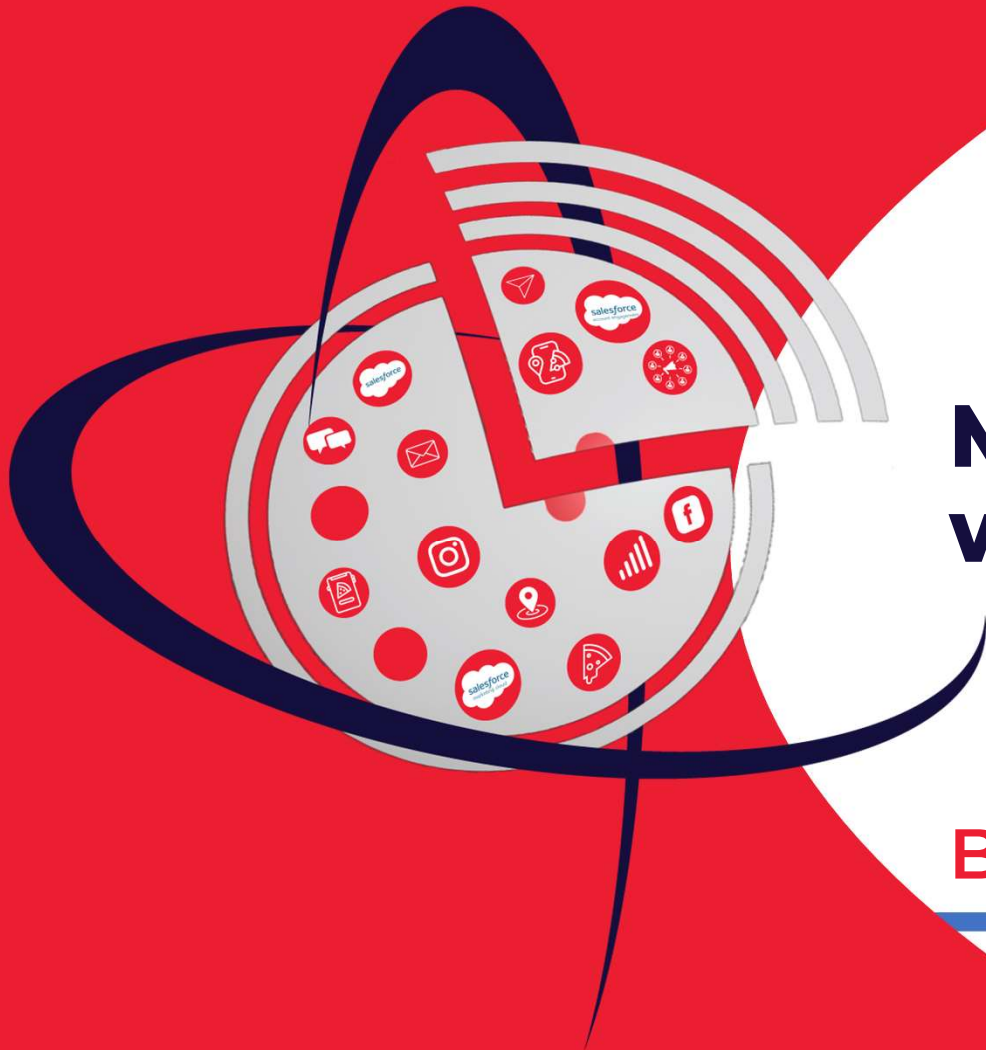
# How it Works

- Yext allows us to create 1 Social Media post, and publish it to every **Facebook** Business Page that we have admin access to, and every **Google** Business Listing
- As of May, we had access to over **300,000 Facebook followers** via VCP partnerships
- Yext will allow us to leverage those partnerships to both digitally market Hunt Brothers Pizza, and to **drive activation** designed to **convert Facebook followers** into LCPs

# What's Next with Yext

- We will be testing the effectiveness of automatically generating Facebook Business pages for VCPs who don't have them on behalf their Hunt Brothers® Pizza program
- This will give us the ability to go back and reactivate VCPs and give us a channel to drive digital traffic to our VCPs
- Business pay at least \$200-\$300 per month for freelancers/agencies to do what we will be including in the program
- We are targeting mid-July 2023 to be up and running





# Maximize your ROI with more Activation

Best Practices

---

# Best Practices

- With our continued investment in the capabilities of the DCE program, it is more important than ever that the Digital Consumer Experience section in Salesforce is filled out completely and accurately when the quote is presented
- Ask how they digitally engage their customers. Do they have an active Facebook page, website, or app?
- Make activation plans with the decision maker when the quote is signed
- Make sure the phone number in Salesforce is the phone number consumers will call to order a pizza

# DCE Information

## ▼ Digital Consumer Experience

Agree to DCE? ⓘ

Pizza Hours ⓘ

Time Zone ⓘ

Menu Exclusions ⓘ

Menu Exclusions Other ⓘ

FB Page URL ⓘ

FB Contact Name ⓘ

FB Contact Phone Number ⓘ

FB Contact Email ⓘ

Preferred Method of Contact ⓘ

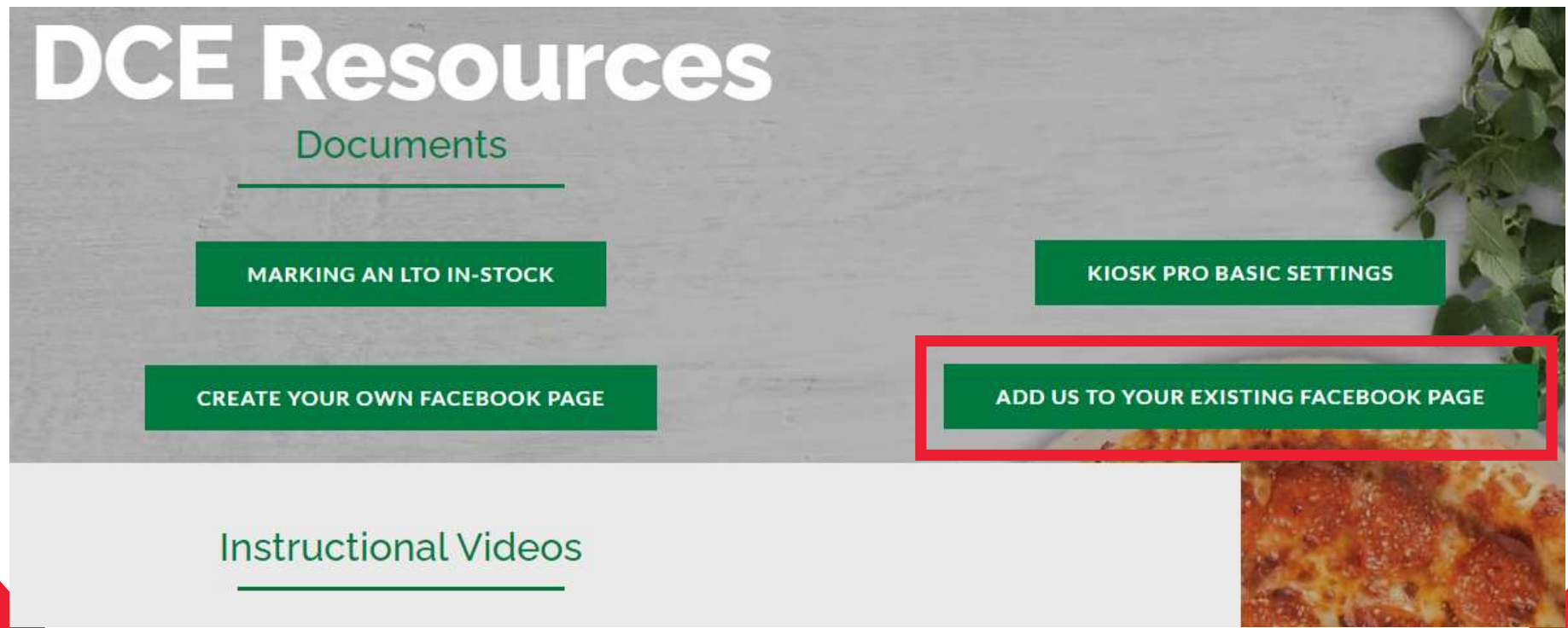
OLO Link ⓘ

Hold ⓘ

DCE Configured

DCE Live

# Facebook Information



**DCE Resources**

Documents

- MARKING AN LTO IN-STOCK
- KIOSK PRO BASIC SETTINGS
- CREATE YOUR OWN FACEBOOK PAGE
- ADD US TO YOUR EXISTING FACEBOOK PAGE**

Instructional Videos

The image is a screenshot of a website titled "DCE Resources". It features a "Documents" section with four green buttons. The button "ADD US TO YOUR EXISTING FACEBOOK PAGE" is highlighted with a red border. Below the documents section is an "Instructional Videos" section. The background of the screenshot shows a pizza and some green herbs.



# Consideration

- There are many ways consumers consider a purchase:
  - Google Business Listings
    - Photos
    - Posts
    - Reviews
  - Facebook pages
    - Posts
    - Comments
  - Digital Menu
    - Selection
    - Availability
    - Price

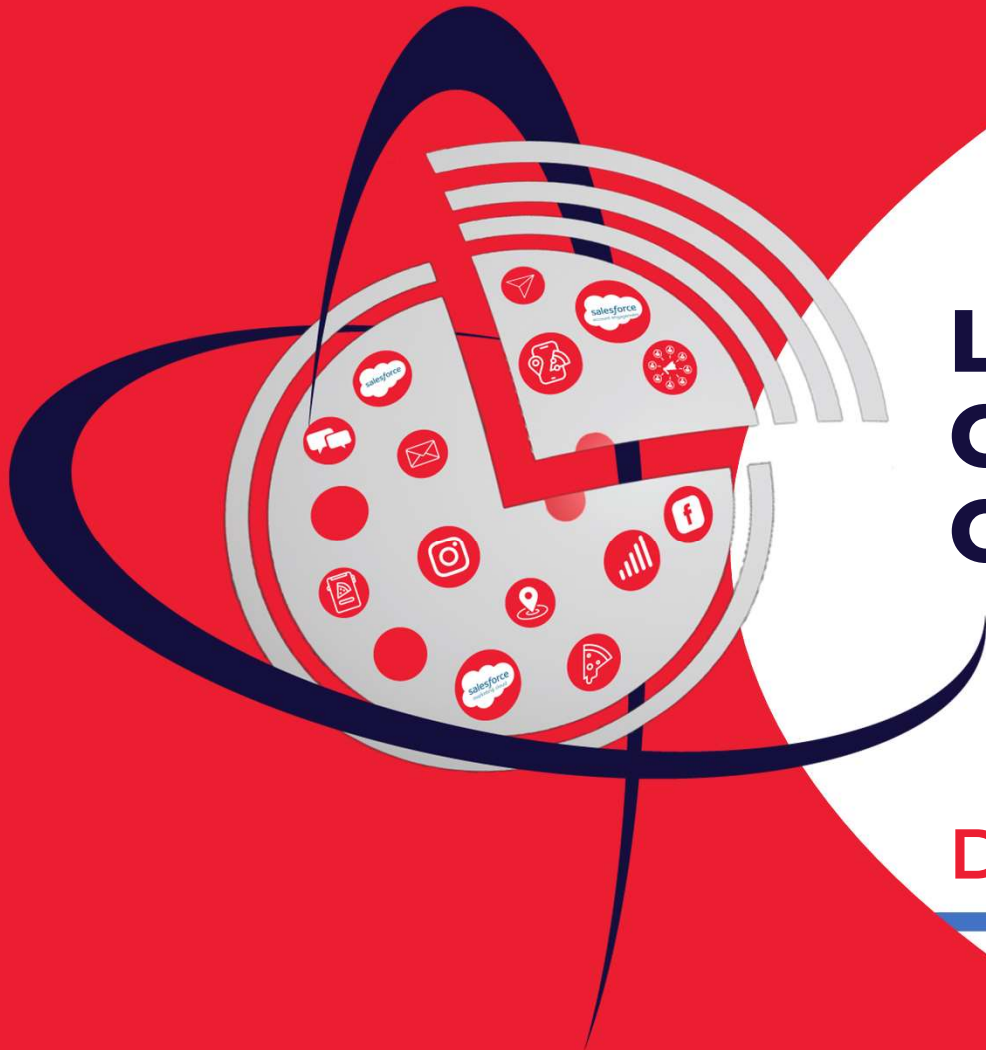
# Decision

- Consumers place their digital order online via the menu we help manage
- VCPs accept the order and provide an estimated pickup time
- An order confirmation is provided on-screen and via email to consumer. Email includes:
  - Order summary
  - Driving directions
  - Phone number

# Delivery & Use

- VCP marks order “ready to pick up”
- Consumer receives email notification that their order is ready to pick up
- VCP receives missed and rejected order alerts
- VCP receives daily and monthly sales reports






# **LCP + VCP Communication Overview**

**DCE PROGRAM OVERVIEW**

---

# LCP Order Confirmation

THE HUB - Order #662238653 confirmed   
March 16, 2023 3:53 PM

THE HUB

Details

THE HUB

Order confirmed  
Pickup time: 25 MIN

Dear TEST,  
THE HUB sent you this message regarding your order.  
Thank you for your order!  
We are glad to confirm your online order for pickup.

Restaurant address for pickup:  
[Highway 25, Orient, IA 50858-5015, United States](#)

Your order details:

1 x Sign up for EASY Online Ordering!	\$0.00
Sub-Total:	\$0.00
Total:	\$0.00

Payment method:

If you need help with anything else, do not hesitate to contact us at [+1.641.337.5310](tel:+16413375310) immediately.

Enjoy, TEST!  
Kind regards,  
THE HUB  
[thehubho@gmail.com](mailto:thehubho@gmail.com)  
[+1.641.337.5310](tel:+16413375310)

If you are a first time customer you may receive a phone call to verify your details.

THE HUB - Order #662238653 ready   
March 16, 2023 3:56 PM

THE HUB

Details

THE HUB

You can pick-up your order

Dear TEST,  
You can now pick-up your order, we hope you enjoy it.

Pick-up address:  
[Highway 25, Orient, IA 50858-5015, United States](#)

If you need help with anything else, do not hesitate to contact us at [+1.641.337.5310](tel:+16413375310) immediately.

Enjoy, TEST!  
Kind regards,  
THE HUB  
[thehubho@gmail.com](mailto:thehubho@gmail.com)  
[+1.641.337.5310](tel:+16413375310)

This ordering experience is brought to you by:  
Hunt Advantage Group | [customerexperience@hbpizza.com](mailto:customerexperience@hbpizza.com) | +1.800.533.7132

You have received this email on behalf of THE HUB because you have placed an online order to THE HUB for a product or a service and/or you otherwise have given the consent for receiving direct marketing (unsolicited communications). If you don't want to receive anymore direct marketing communications from THE HUB please access the [unsubscribe link](#).

If you want to be forgotten and all your personal data to be erased please access the [delete my personal data link](#).

# Rejected Order Communication

### Order REJECTED

You have just rejected an online order.

Order details:	Customer details:
ORDER NUMBER #506429376	NAME Andrew French
TYPE Pickup	PHONE NUMBER +15026280004
TOTAL PRICE \$12.71	
REJECTED AT Tuesday, Nov 08, 2022, 05:40 PM	

Order details:	
1 x Build your Own Pizza!	\$11.99
Crust Original Toppings Pepperoni Toppings Bacon Half add jalapenos please :)	
Sub-Total:	\$11.99
Sales tax (5%):	\$0.72
<b>Total in USD:</b>	<b>\$12.71</b>

Payment method: Card at pickup counter

Supported by:



Hunt Advantage Group  
<https://www.huntadvantage.com>  
Login: <https://www.huntadvantage.com>

Restaurant ID: 378506 | Restaurant name: BOSTON FOOD MART -- 12365 BOSTON ROAD, BOSTON, KY 40107


### Order Rejected

We regret to inform you that your order has been declined with the following reason:

**One of the products that you ordered is no longer available.**

---

For more details feel free to contact us:

 +1 859 435 6499

After talking to us, please [edit & retry](#).

# Missed Order Communication

## Order MISSED

You have missed an online order on Thursday, Mar 30, 2023, 03:14 PM

An online order is usually missed if:

- you were unable to hear or respond to the new-order sound alert made by your smartphone/tablet
- you failed to confirm the order within 3 minutes

To avoid missing online orders in the future, make sure to:


- check the volume on your smartphone/tablet or its attached speakers
- always keep the tablet/smartphone nearby
- train your staff not to leave it unattended
- accepting phone orders on the same device might be a difficult multitasking job during peak times. Maybe it's time to better cope with peak ordering by training an additional person how to accept online orders on a different device (smartphone or tablet).

In case you want to contact the client

CONTACT DETAILS

Phone number: [+15022941599](tel:+15022941599)  
Email address: [kim@box7513@aol.com](mailto:kim@box7513@aol.com)  
First name: Kimberly  
Last name: Maddox

Supported by



Hunt Advantage Group  
[advantage@huntbrothers.com](mailto:advantage@huntbrothers.com)  
Login: <https://www.retailercenter.com>

Restaurant ID: 375308 | Restaurant name: BOSTON FOOD MART — 12385 BOSTON ROAD, BOSTON, KY 42021

## Order Missed

No answer from Hunt Brothers iPad Test Setup

This unlikely situation happens if:

- our staff are super busy and unable to handle your order fast enough
- we are experiencing severe connectivity issues
- there are other technical problems

[Try again](#)

For more information, please call us.

+1 859 435 8400

# Order Not Placed Communication

**Order NOT PLACED**

You have missed an online order on Wednesday, May 18, 2023, 08:25 AM

An online order is usually not placed if:

- your smartphone/tablet lost the internet connection for more than 3 minutes right when the client placed an order
- your smartphone/tablet may have run out battery

To avoid missing online orders in the future, make sure to:


- always check that you have a good WIFI or mobile data signal
- prevent Android deep sleep by keeping charger connected at all times.

In case you want to contact the client

CONTACT DETAILS

Phone number: [+1 503 232 6866](tel:+15032326866)  
Email address: [brianna.denison31@gmail.com](mailto:brianna.denison31@gmail.com)  
First name: Brianna  
Last name: Denison

Supported by



Hunt Advantage Group  
[advantage@huntbrotherspizza.com](mailto:advantage@huntbrotherspizza.com)  
Login: <https://www.huntbrothers.com>


Restaurant ID: 37508 | Restaurant name: BOSTON FOOD MART — 1268 BOSTON ROAD, BOSTON, NY 48107

**Order Missed**  
No answer from Hunt Brothers iPad Test Setup

This unlikely situation happens if:

- our staff are super busy and unable to handle your order fast enough
- we are experiencing severe connectivity issues
- there are other technical problems

[Try again](#)

For more information, please call us.  
 +1 850 435 8400

# Sales Report



## Your monthly report

April 2023

Hi Annville,

Here is the sales report for the month of April for Annville Town and Country.

### SALES PERFORMANCE (vs previous month)

Sales (\$)	Orders
11,121.13 <small>-11%</small>	462 <small>+13%</small>
Avg. order value (\$)	Table reservations
24.07 <small>-2%</small>	0 <small>0%</small>

You missed 8 orders, in value of \$400.62.  
2 orders canceled, in value of \$28.91.

 Pickup  
462 \$11,121.13

### CLIENT STRUCTURE

Orders from new clients	Orders from returning clients
43	398

-  In March, you had 45 new clients that didn't place a second order in April.
-  324 clients ordering in the past 6 months didn't come back to order again in the last 2 months.

# Leveling up our Support

- We are developing the capability to capture and investigate missed and rejected orders via Salesforce
- We are developing self-service tools our VCPs can use to be more successful
  - Webpage dedicated to on-going support
  - [www.pizzawholesaleoflexington.com/dceguide](http://www.pizzawholesaleoflexington.com/dceguide)
- This can be added to the homescreen of the iPad and will allow us to greatly reduce the size of the physical DCE Guide





# This is Where we come Full Circle

- Every VCP with DCE is set up with their own custom marketing campaign
  - Each time they accept an order, that person is entered into their custom marketing campaign
- LCPs can leave reviews on Google and talk about their experience on Facebook
- LCPs can share their ordering experience directly through Facebook to help drive sales
  - Like we saw with Tallapoosa Foodmart

# Google Reviews

Hunt Brothers Pizza [📍](#) Store code: 50952  
5414 Cleveland Hwy, Cohutta, GA 30710

 **GK** ★★★★★ 15 weeks ago  
Best Pizza I have Ever Eaten. Underrated and very well cooked, and tastes amazing. Decently priced and my kids loved it  
[Reply](#)


Hunt Brothers Pizza [📍](#) Store code: 51450  
126 W Ave A, Hutchinson, KS 67501

 **Lil Ice** ★★★★★ 8 weeks ago  
good food, gREAT for being 24hours, and amazing service, even at 4am. Five Stars, hunt bros comes in clutch  
[Reply](#)

Hunt Brothers Pizza [📍](#) Store code: 46859  
429 N Oakland Ave, Oakland, NE 68045

 **Killer Angel22 (NEXT M.Jackson)** ★★★★★ 33 weeks ago  
I'm not much of a thin crust but this crust is really good I can see many ppl love it  
[Reply](#)

Hunt Brothers Pizza [📍](#) Store code: 50666  
901 W Main St, Albert Lea, MN 56007

 **Dar Engelby** ★★★★★ 46 weeks ago  
Extremely polite, affordable, prompt service. Best of all the pizza is YUMMY!!  
[Reply](#)

Hunt Brothers Pizza [📍](#) Store code: 49528  
11503 US-2, Ray, ND 58849

 **Tressa Heikkila** ★★★★★ 47 weeks ago  
Looks are definitely deceiving! Best Supreme pizza I've ever tasted!  
 (owner)  
46 weeks ago  
*Thank you for your review! We are glad you enjoyed our loaded Hunt Brothers Pizza. We look forward to seeing you again!!!*  
[Edit](#) [Delete](#)


Hunt Brothers Pizza [📍](#) Store code: 49641  
200 E Nodaway St, Oregon, MO 64473

 **Jeana Sipes** ★★★★★ 5 weeks ago  
Called in my order. It was ready when they said it would be and it was just how I ordered it. Clerks were friendly!  
[Reply](#)

Hunt Brothers Pizza [📍](#) Store code: 51482  
508 Kingston St, Lenoir City, TN 37771

 **Maya Johnson** ★★★★★ 4 weeks ago  
Pizza was delicious and service was great! Really good prices too.  
[Reply](#)

Hunt Brothers Pizza [📍](#) Store code: 51369  
5091 GA-136, Trenton, GA 30752

 **Amanda Moore** ★★★★★ 15 weeks ago  
Very Fresh Very clean store and great Pizza as always  
[Reply](#)


# Google Reviews

Hunt Brothers Pizza [📍](#) Store code: 51372  
2695 US Hwy 41, Sycamore, GA 31790

 **Hernan Sanchez**  
★★★★★ 14 weeks ago  
Food is good, Customer service was good

[👤 Reply](#)

Hunt Brothers Pizza [📍](#) Store code: 51094  
Highway 25, Orient, IA 50858

 **Cindi Johnson**  
★★★★★ 7 weeks ago  
Very friendly and great service. Nice little place to stop at.

[👤 Reply](#)

Hunt Brothers Pizza [📍](#) Store code: 51384  
728 Hills Landing Rd, Cross, SC 29436

 **MIKE EVERETT**  
★★★★★ 8 weeks ago  
Awesome pizza and great price


[👤 Reply](#)

Hunt Brothers Pizza [📍](#) Store code: 51093  
5185 GA-100, Tallapoosa, GA 30176

 **Babu Patel**  
★★★★★ 7 weeks ago  
I ordered pizza it's was so amazing,👍 excellent service, when I arrived pizza was ready too

[👤 Reply](#)

Hunt Brothers Pizza [📍](#) Store code: 51015  
4259 Reepsville Rd, Vale, NC 28168

 **Dwayne Bowling**  
★★★★★ 30 weeks ago  
I love going up there chit chatting while my pizza getting prepared and finished the atmosphere is awesome the people that work there are amazing

[👤 Reply](#)

Hunt Brothers Pizza [📍](#) Store code: 44839  
7285 Hawkinsville Rd, Macon, GA 31216

 **Karan Makhni**  
★★★★★ 20 weeks ago  
The place has really good food and the employees are very friendly

[👤 Reply](#)

Hunt Brothers Pizza [📍](#) Store code: 51482  
508 Kingston St, Lenoir City, TN 37771

 **ben fennema**  
★★★★★ 5 days ago  
Very friendly staff and clean store.

[👤 Reply](#)

Hunt Brothers Pizza [📍](#) Store code: 51427  
1311 N 25th St, Middlesboro, KY 40965

 **Poonam Patel**  
★★★★★ 1 week ago  
Good delicious pizza

[👤 Reply](#)

# Facebook Reviews

**Trista Clarke** Joshua D. Clarke 1w 1

**Joshua D. Clarke** Trista Clarke loooooo great, like I need a reason to order pizza.  
I suppose if you're gonna twist my arm though 🤔🤔🤔  
1w

**Joshua D. Clarke** Can confirm, ridiculously easy to order online. Definitely less time than a phone call.



1w

**Amber Prince** Joshua D. Clarke ok you're right that does look good!  
1w

All comments ▾

**Melanie Mouton Haury** Did our 1st online order tonight...even with our specialized request!  
Thank you T&C crew! 🍕  
5d · Edited 2

**Robin Cavins** Just used it and our pizza was perfect thank you to Brian and his staff for always taking the best care of us  
1d 3

**Paula Fields** Fantastic! Always love the Pizza from here. Plus it's local! Saving this link!  
1d 2

**Della Wall** Another impressive offer from the Annville Town & Country Market. They are truly customer focused. Thank you!!!  
1d 3

**Maria Bales** Ordered mine online today and it was perfect when I picked it up!  
1w 3

**Donna Hartsock Spivey** They have the best pizza it's always great  
3d 1

**Leah Abner** Just placed my first online order. Easy and convenient! Thanks! Looking forward to it!  
6d 1

**Wanda Henson Bowles** Used this first time Sunday and was not disappointed. Annville Town & Country has the best pizza anywhere!!!  
2d 1

# Advocacy & Activation

- We have a program that works
- The results we've seen so far are before we've mastered activation
- Engaged VCPs and Team Members driving activation is the key to building our digital audience and taking the DCE Program to the next level

# Pre-Activation

- “Enter to win \$50 digital Gift Card” added as a \$0 cost, no purchase necessary item on the menu
- Food items marked out of stock until Sample Day
- Menu “auto-accepts” orders
  - This can be done before the system is ever installed
- Create Facebook Posts / Event advertising the Sample Day and Enter to Win
  - Boost post to get the word out ahead of time
- Encourage VCP to get their consumers to enter to win the gift card
- We provide the gift card and do the heavy lifting for this

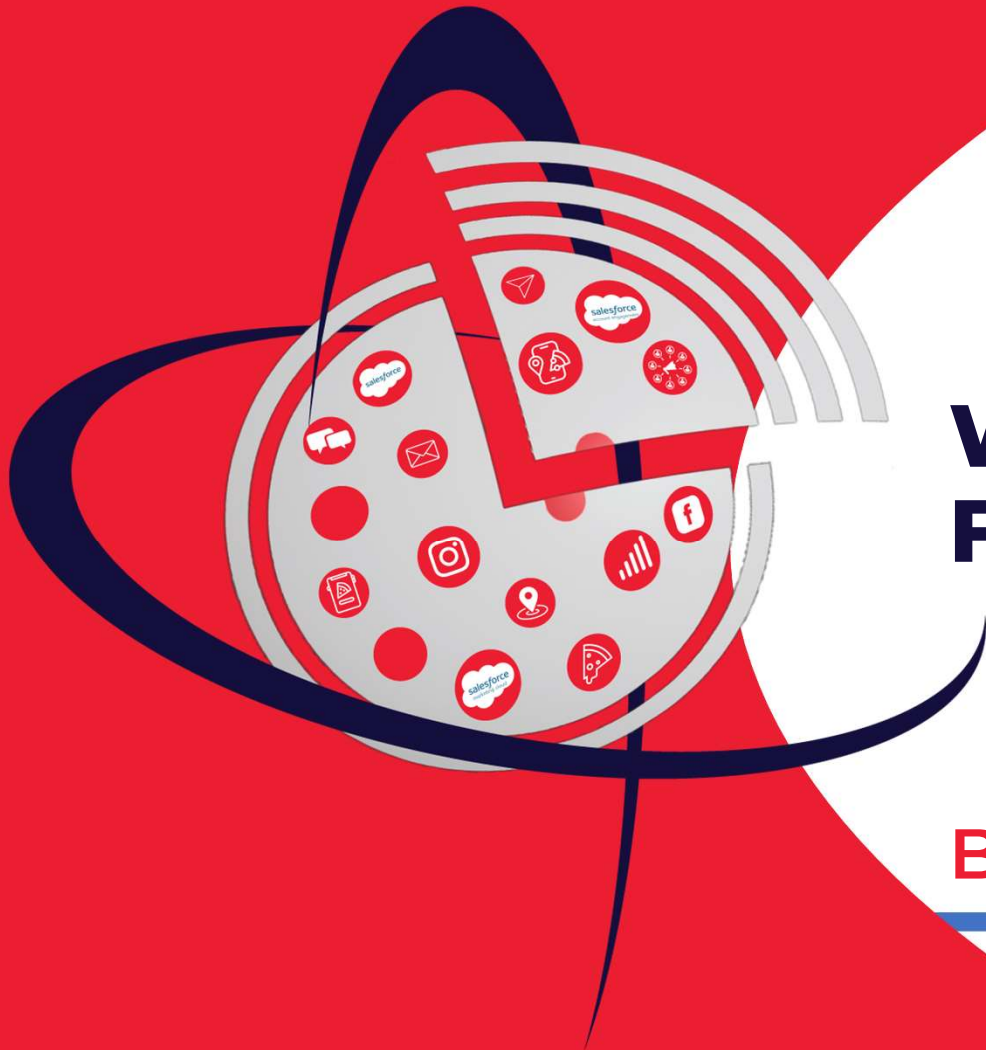




# Sample Day Activation

- Use Kiosk Pro – Basic App on iPad
- This App will display the VCPs online menu, and refresh with a clean slate every 4 minutes or whenever you press the home button
- This allows us to enter folks to win the \$50 gift card during the Sample Day by simply asking them for their first name, last name, phone number, and email address
- Folks who enter to win via this method will receive an email from marketing cloud with instruction on how to add the menu to their home screen
  - You have the option to keep the menu in “auto accept” mode for the duration of the sample day, only if you have someone keeping an eye out for real orders





**WE WANT TO HEAR  
FROM YOU**

**BEST PRACTICES**

---



# Best Practices: Selling

- Marcus Bruder placed a test telephone order and a test digital order to help sell a DCE Kit in
- Thomas Cander keeps a printout of an order to show what will automatically print when an order is accepted
- What advice would you give to someone selling DCE?

# Best Practices: Installing

- Know where you're going to install the DCE Kit and ask the VCP to have an ethernet cable ran to that spot
- Make sure the volume is all the way up on the iPad before you put it in the case
- Download the latest install guide from the website
- What advice would you give someone installing DCE?

# FUTURE-PROOF

- **Hunt Brothers® Pizza** is the #1 branded pizza program in the c-store industry
- If someone takes that spot from us, it WON'T be because they have a **better product**
- It WON'T be because they have **better people** or provide **better service**

# FUTURE-PROOF

Being as **DOMINANT** in **EXPERIENCE** as we are in **BRAND**, **PRODUCT**, and **SERVICE** – while remaining faithful to the **Core Values** and **Guiding Principles** that got us where we are today – will protect our place at the top for **GENERATIONS** to come.

**AUSTIN'S DRIVE UP RESTAURANT**



FOUNDED BY AUSTIN HUNT  
FATHER OF THE HUNT BROTHERS  
EVANSVILLE, IN

**AMI**



FOUNDED BY LONNIE HUNT  
NEW ALBANY, IN

**PIZZA HOUSE PIZZA**



FOUNDED BY DON, LONNIE, JIM & CHARLIE HUNT

**NEW PRODUCT INTRODUCTION**

BREAKFAST PIZZA



AMI JOINS WITH PIZZA WHOLESALE OF LEXINGTON, INC.

**NEW PRODUCT INTRODUCTION**

THIN CRUST PIZZA



**RE-BRANDED**



BOX LOGO ONLY

**NEW PRODUCT INTRODUCTION**

BONE-IN CHICKEN WINGS



**MASTER WAREHOUSE DISTRIBUTION CENTER**



CEDAR RAPIDS, IOWA

**UNIVERSITY OF NORTH CAROLINA SPONSORSHIP** YEAR 1



OFFICIAL PIZZA OF CAROLINA ATHLETICS

**NEW PWL TRUCKS**

1st 20' PETERBILT TRUCK



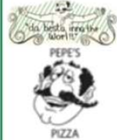
1st PETERBILT 18 WHEELER



SERVING MN, SD, ND

1940's-1960's 1962 1969 1976 1991 1995 1998 2000 2001 2002 2003 2004 2007 2008 2009 2011 2013 2016 2018 2019 2020 2021

**PEPE'S PIZZA**



FOUNDED BY DON HUNT  
NASHVILLE, TN

**PIZZA WHOLESALE OF LEXINGTON, INC.**



FOUNDED BY JIM HUNT  
PARIS, KY

**RE-BRANDED**



TO BUFFET STYLE PIZZA\*

**RE-BRANDED**



PIZZA MAN RE-VAMPED

**RE-BRANDED**



ALL TOPPINGS NO EXTRA CHARGE\* PLACED BELOW LOGO

**RE-BRANDED**



TO HUNT BROTHERS\* PIZZA

**NASCAR SPONSORSHIP** YEAR 1



**NEW PRODUCT INTRODUCTION**

BONELESS CHICKEN WINGSBITES\*



**RUPP ARENA/UNIVERSITY OF KENTUCKY SPONSORSHIP** YEAR 1



OFFICIAL PIZZA SPONSOR OF RUPP ARENA



**MOVED TO NEW FACILITY**



316 JIM HUNT WAY

**ANNIVERSARY CELEBRATION**  
45 YEARS OF PIZZA WHOLESALE OF LEXINGTON

**ANNIVERSARY CELEBRATION**  
30 YEARS OF HUNT BROTHERS\* PIZZA

