MyDryCleaner Mobile

Setup Guide

Version 1.3

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OVERVIEW

MyDryCleaner Mobile (MDCM), a free consumer-based Smartphone app currently available for iPhone and Android phones, provides real-time access for your customers. Your company logo can be displayed on the consumer's Smartphone and they can view/track account information, in-process/ready orders, order history, receipts and more. "Order Ready" alerts and advertized specials can be sent to your customers with an option for them to send an in-route "Pickup Request Notification." This notification is sent directly to the store alerting counter personnel the customer is on the way and to have orders ready for immediate pickup. For those dry cleaners that operate delivery routes, route customers have the option to send a "Route Pickup Request". This request integrates with the SPOT route manifest for efficient "on-demand" route pickup handling.

How does it all work?

MDCM integrates seamlessly with SPOT and the web based consumer portal CustomerConnect (CC). MDCM login shares the same customer credentials as CC. These credentials are stored and accessed in the SPOT "Customer Profile" in the "Details" tab. Use of CC or MDCM requires email addresses and passwords to be added in the SPOT "Customer Profile."

SBS has created features that provide your customer easy access to the MDC Mobile app if they have an email and password on file. Signup is as simple as downloading the application and entering either an "Invitation Code" or the customers registered "Email and Password". The invitation code will be your easiest form of informing your customers know the required login credentials. This 6 digit code is specific to a customer and allows the customer to just download the app, apply the invite code and they are on line.

For more information please contact sales at 801-208-2212 or by email at sales@SPOTpos.com.

SPOT Invitation Code

Customer signup can occur quickly at the counter by using the Invitation Code. The invitation code is a unique six-character code that references your STORE ID and the customer's EMAIL ADDRESS and PASSWORD. Once the Invitation Code is generated the customer can enter this code into his Smartphone after the app has been downloaded. The Invitation Code can be printed on the thermal printer at the counter. Note that you must have a valid CC/MDCM account setup with SPOT prior to using this utility. To make sure your account and store location is active at SPOT, press the Validate MDCM Account button. Contact Technical Support if you receive anything but "The Mobile Service connection was successful" message.

Three scenarios that might exist when generating an Invitation Code as follows (note that an active Password is displayed as ******** for security purposes):

Customer has both email and password setup on SPOT

- Select Menu (F3) > Tools > Create Mobile Invitation Code function in SPOT
- Press the Select Customer button, lookup and select customer
- Name, Email Address, Password and Invitation Code appear
- Press Print Instructions to print the customer Invitation Code & MDCM setup instructions

Customer has only email, but no password setup on SPOT

(NOTE: The customer enters his password on his Smartphone)
- Select Menu (F3) > Tools > Create Mobile Invitation Code function in SPOT
- Press the Select Customer button, lookup and select customer
- Name, Email Address, Password appear (Password is blank)
- Press the generate Code button
- Press Print Instructions to print the customer Invitation Code & MDCM setup instructions

Customer does NOT have either email nor password setup on SPOT

- Select Menu (F3) > Tools > Create Mobile Invitation Code function in SPOT
- Press the Select Customer button, lookup and select customer
- Name appears (Email Address, Password and Invitation Code are blank)
- Type in the customer Email Address
- Press Print Instructions to print the customer Invitation Code & MDCM setup instructions

Smartphone

Printed instructions instruct your customer to download the MDCM app and how to use the Invitation Code. If the customer did not have a Password active in SPOT, the MDCM app will prompt for it to be entered during the Smartphone setup process. The entered password is saved to your SPOT database.

Drycleaner Requirements

- Operating in SPOT Hosted Environment
- SPOT Build 6.00.0036 or higher
- CustomerConnect build 10.1.x or higher
- Completed paperwork for MDCM application
- Device for testing configuration
- PNG Image of store logo or branding image (320 wide x 135 high)

Optional

- PNG image of coupon or special offers (320 wide x 415 high)
- Configuration of stores" SPOT Map" address in location configuration
- This link may be emailed to a customer to access the iOS installation package from the iTunes store. http://itunes.apple.com/us/app/mydrycleaner-mobile/id400779906?mt=8
- This link may be emailed to a customer to access the Droid installation package from the Android Marketplace. https://market.android.com/details?id=spot.mydrycleaner&feature=search_result

Customer Requirements

- Supported Smartphone with internet access
- Active SPOT customer profile with email address and password
- iPhone/iPad with iOS 3.x or higher
- Droid based device with OS 2.1 and higher

CONFIGURATION

The following settings are required in the operation and deployment of the MDCM app. These settings allow you to customize the features seen and used by your customers. Please verify with testing that all changes made to SPOT configuration function properly, then validate that features being deployed are configured correctly.
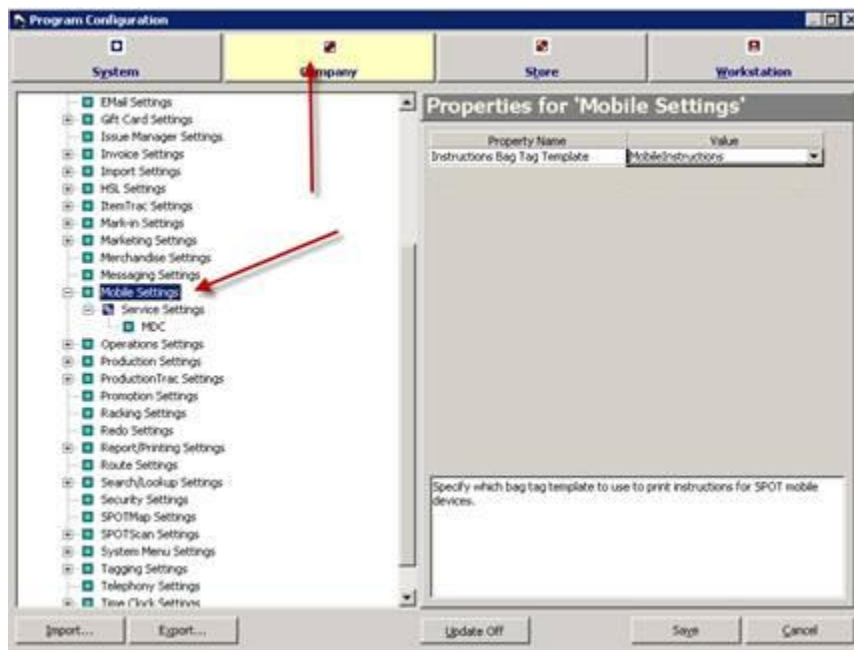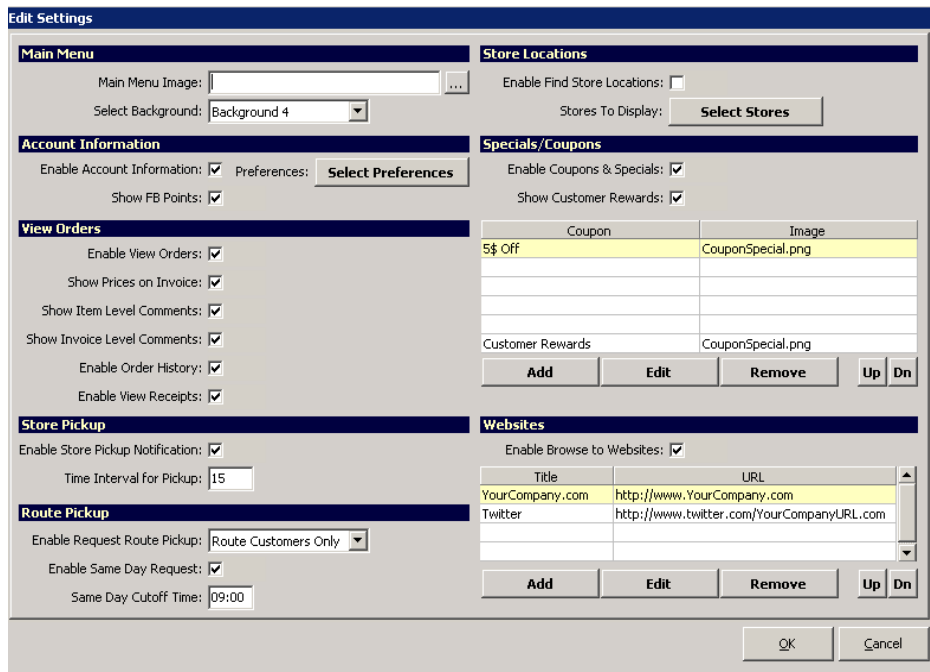

Company Settings > Mobile Settings

Instruction Bag Tag Template

When generating the **Printed Instructions** of an **Invite Code** the associated template will be used and printed to the "Bag Tag" printer configured on the counter workstation. The default SPOT configuration will use the "Mobile Instructions" template. This template may be customized for your environment.
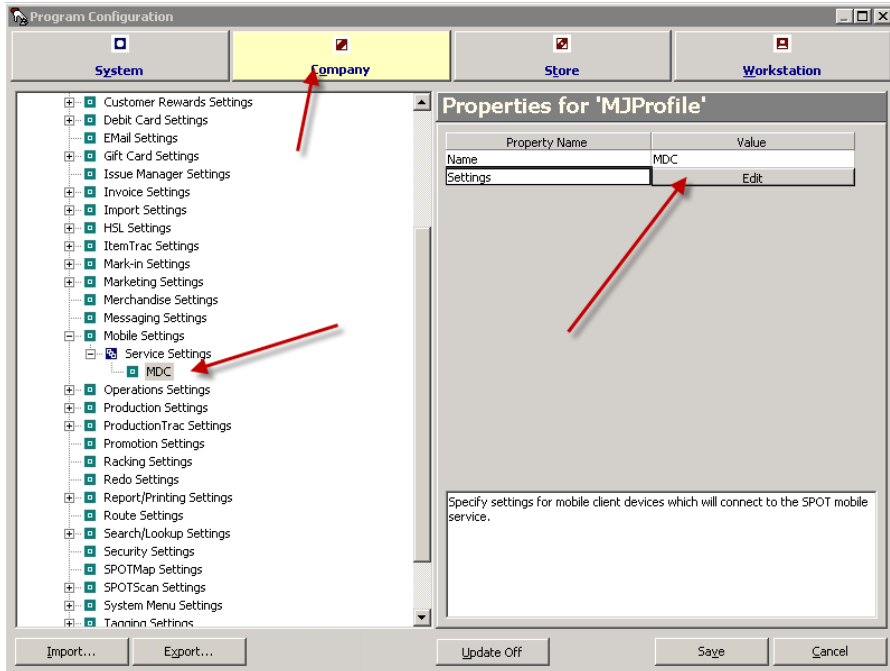
Company Settings > Mobile Settings > Service Settings

Company Settings > Mobile Settings > Service Settings – Edit button

Main Menu

Main Menu Image

This required setting is the image displayed on the main menu of the smartphone app. The Main Menu may be customized and is the first screen the customer sees once they have logged into the app. The Main Menu may show any type of logo or message you would like to provide. Use this feature to show your brand on the customer's smartphone, announce specials, holidays or even change your logo with the change of seasons. The image requires a PNG file format with dimensions of 320 wide x 135 high (note that the use of the transparency setting when creating the PNG file will allow the logo to show the smartphone background rather than a white block). Samples of the Main Menu image with various company logos is shown below.
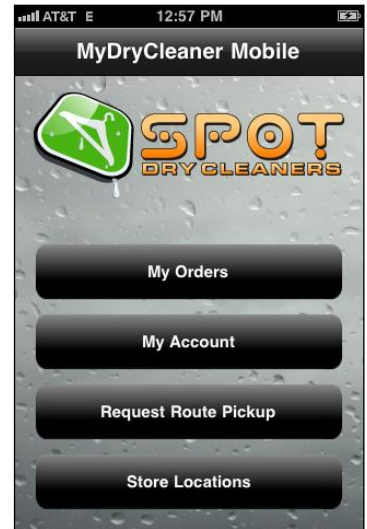

Select Background

The background will display on all pages of the app that display the background image. Options include four predefined backgrounds or "No Background". Samples of each background are shown below.

No Background

Background 1

Background 2

Background 3

Background 4

Account Information

Enable Account Information

Enabling this option provides the My Account menu option on the main smartphone menu allowing the customer to access their current personal customer information such as address, phone, email, route, A/R, etc.

Show FB Points

Enabling this setting places a Frequent Buyer group on the My Account page. This displays the status of any "Rewards/Frequent Buyer" plan associated with the customer account along with their current total

points earned. This setting works in conjunction with the "Show Customer Rewards" setting noted below. This setting displays the name of the rewards program the customer is associated with.

Preferences

Press the Select Preferences button to display to the customer on the My Account page.

View Orders

Enable View Orders

Enabling this setting allows the main menu display of the My Orders button. This button allows order details to be shown as well as orders in process, ready and sold. You have the option to enable/disable viewing of sold orders using the Enable Order History options noted below.

Enable Order History

Enabling this setting provides the option for your customer to view Sold orders. This setting works in conjunction with the View Orders button option when enabled.

Show Prices on Invoice

Enabling this setting shows order pricing to the customer when viewing Order Details on the My Orders page.

Show Item Level Comments

Enabling this setting displays Item-level comments on the My Orders page that were created for an invoice during the Quick or Detail process. Be cautious enabling this option as any Item-level comment will display on the customer's screen. This setting works with the View Orders option enabled.

Show Invoice Level Comments

Enabling this setting displays s any Order-level comments on the "My orders" detail page that were created for an invoice at the Quick or Detail process. Be cautious enabling this option as any Order-level comment will display on the customer's screen. This setting works with the View Orders option enabled.

Enable View Receipts

Enabling this setting provides the option for customer to view Receipts generated during Order Pickup or order posting to A/R. This setting works with the View Orders option enabled.

Store Pickup

Enable Store Pickup Notifications

Enabled, your counter customer will have the option of requesting an Order Pickup for any ready order. If enabled you will set the "Time Interval for Pickup" to a number of minutes you feel will provide enough time to service the customer request prior to pick up at the counter. This option is only available to counter customers that have Ready orders. Please see the configuration and usage of the Pickup Request Alert found later in this document.

Time Interval for Pickup

This setting works with the Enable Store Pickup Notification option and displays this value in minutes to the customer as they request a pickup notification.

Route Pickup

Enable Request Route Pickup

When enabled, the Request Route Pickup menu option appears on the main smartphone menu. You may enable this option for all customers or just route customers. Customer route and stop rules in SPOT dictate the days available for selection on the smartphone. Example, if your customer has defined stops for Monday and Thursday, that customer will only see Monday and Thursday available as Pickup Request Days in the selection window. You may select any of the following options to control what customers have access to using this feature.

> **Disabled**: Menu option does not display for any customers
> **Route Customers Only**: Only route customers have the option to use this feature
> **All Customers**: All customers have access to this feature

Enable Same Day Request

Enabling this setting allows your customer to request a route pickup for the same day if the customer is defined for a route stop on this day. This features woks in conjunction with the Same Day Cutoff Time explained below.

Same Day Cutoff Time

This feature works in conjunction with Enable Same Day Request for route pickups. If Same Day Requests are enabled, this configured time will govern a time cutoff for same day requests. If you set this to 9:00 am, any same-day request before 9:00 am will be honored. If it's after 9:00 am, the same day request will not be available to the customer.

Store Location

Enable Find Store Locations

Enabled, this option displays a Store Location menu option on the main smartphone menu. The app uses the store's SPOTmap address location. The SPOTmap address can be found in Setup > Location Information > Store > SPOT Map address in the SPOT configuration settings. This address must be map-able by Google maps. The Address 1 field must not contain Suite, Apt or any other location information. The Suite, Apt information should be placed in the Address 2 field. The example below provides details on proper configuration (*only the SPOTmap address information should be modified*).

Stores to Display

This option provides the control over which stores are presented to the customer in the Store Location menu.

Special s/ Coupon

Enable Coupons & Specials

Enabled, the app displays the Current Specials menu option on the main smartphone menu. Configuring a coupon with this option displays on the Current Specials page. The configuration option requires a SPOT configured coupon and image. The image must be a PNG format, 320 wide x 415 high in order for the image to display properly.

Show Customer Rewards

Enabled, this option displays the coupon associated with the customers Customer Rewards or Frequent Buyer plan. This setting is used in conjunction with the Show FB Points described above.

Website

Enable Browse to Websites

Enabled, this option displays pre-defined web sites to your customer for quick access. The customer simply selects a link and it opens automatically in the Smartphone's web browser.

Contact Support

If you are creating this SPOT configuration without assistance from SPOT support you will need to contact support at 801-208-2210 and let them know you have completed your configuration and are ready to test. Once the profile is completed and support has been contacted your configuration will be ready to test within 2-3 business days.

SPOT ALERT STUP

Pickup Request Alert

If you have the MDCM Pickup Ready Orders request enabled, you will need to activate the Pickup Request alert on SPOT Home Page. Navigate to Store Settings > Site Defaults > Alerts and enable the Pickup Request alert. This alert provides your staff with the count of outstanding pickup requests. Included in the request detail is customer information and the Pickup Request time and date of occurrence. When viewing the request list you have the option to print a Pick List for the request to assist in gathering the orders for the customer. Once the pickup for the customer has been completed, the request is automatically removed from the alert.

CUSTOMERCONNECT INTEGRATION

Mobile Invite Code Option

Provide your customers the option of generating a mobile Invite Code from CustomerConnect. Your customer will login and navigate to the "Customer Information" tab and select the "Generate Invite Code" button as noted below to generate the invite code.

FINAL PREPARATIONS

How Do I Market MDCM?

SBS provides marketing collateral material to assist your MDCM marketing efforts as described below.

- Free MDCM logo artwork
- Free generic color promotional posters in three sizes 8"x10", 12"x18" & 20"x30" in PDF format for printing at a local copy shop such as FedEx-Kinko's or Alphagraphics (customized with company logo - $150)
- Free generic video clip for your web site (customized with company logo - $250)

- Free smartphone screen shots for iPhone and Android phones (customized with company logo - $150)
- Future email Invite Codes to all customers in your SPOT database

How Do I Train My Staff?

With several SBS customers deploying the app in live environments, the following have been reported as successful means of marketing your MDCM app to your customers.

- How to use the app so they can better explain the benefits to customers
- How to provide an "Invitation Code" for quick customer activation
- On the required customer profile information before using the app
- On what a Store ID is and how to use it
- To ask customers if the would like an invite code generated
- Use SBS supplied announcement boards or custom literature to promote the app
- Create custom literature with actual screen shots using your configuration and logo
- Include the MDCM service announcement in all future advertising
- Use your delivery vehicle wrap or stickers
- Create an announcement via text node on your printed invoices and receipts
- Update your web site with information on the application
- Send emails and mailers
- Use an over-the-hanger announcement card
- Update your hanger capes
- Use hand bills handed out at the counter

You Need To Test Your MDCM Setup

Testing is Mandatory! Full testing with your smartphone is required when deploying the MDCM app. You should thoroughly test the initial configuration in-house before it's deployed to your customers in live operation. Any future configuration changes also need to be tested to verify you are providing the expected results to the customer. Failure to test your changes may lead to a bad customer experience.