

From: support@emrpm.com
To: SP IA Purchasers
Subject Line: Speedpass™ Instant Activation (IA) Helpful Hints Vol. 5



Speedpass™ Instant Activation Helpful Hints Volume 5

Helpful Hint #11

FOB Receivable Credits: The credit for an activated FOB will always be posted to the same receivable account that was charged for the FOB order. The site ID that assigns the FOB does not dictate where the receivable credit posts. All credits are posted quarterly in the middle of the month following the end of each calendar quarter.

FOB Reporting Credits: The user ID that activates a FOB for a customer is the user that will be reflected on the enrollment report.

Helpful Hint #12

Equipment Setup: Do not spend more than one hour putting together the equipment or trying to connect via phone / DSL / Internet. **Call the help desk at 866-296-2980 should you experience any difficulty.**

Helpful Hint #13

WiFlyer: Do not hold the "lightening" button down while powering the device. The button should only be pressed when using dial-up as a phone redial feature. Contact the help desk if WiFlyer is not operating as a result of pressing the button.

Helpful Hint #14 – Proven Best IA Practices

Prepare in advance. Prepare in advance. Prepare in advance.

Hook up your equipment. Before holding an event or approaching customers, practice logging on and enrolling new accounts with the IA equipment. Use family members, employees or other really good customers to help you practice and feel comfortable operating the IA unit.

If you do not get good range/communication out to the pump islands, make sure you place the equipment near the front window by pulling an ethernet or phone wire from the back office. This placement has been proven most effective.

Dedicate IA personnel to a certain number of hours per day. Using existing help already on the clock has proven to be ineffective.

Hire the right people to conduct IA activities. These people need to have a good appearance, be friendly and personable, and be able to have a "no pressure" conversation with customers (you may or may not have people in your organization who meet these requirements).

Train your IA personnel. They need to know that *Speedpass* is not another credit card; it is attached to any major credit/debit/check card; it is fast, easy and fun to use; and it is very secure and contains no personal information about the customer. Plus, when customers use their *Speedpass*, wallets or purses can be kept safely out of sight.

Provide an incentive (per fob issued) for those who will enroll with IA.

Break the ice by asking the customer if they wish to “save 5 cents per gallon on up to 400 gallons over the next 90 days (where applicable).” This appears to be more valuable to the customers than mentioning the \$20 rebate maximum. Mention an additional customer offer such as a free car wash or convenience store product. This will motivate the customer to go inside, where they can use their *Speedpass*, and it provides you with a greater margin of opportunity.

Please contact the *Speedpass* IA Help Desk Hotline (866-296-2980) or RPM Support Center (support@emrpm.com) with any additional questions or concerns.

To make sure you continue to receive our emails in your inbox (not in your bulk or junk folders), please add **support@emrpm.com** to your address book or safe sender list.