

# Countertop Merchandising Impulse

- ✓ Self-learning upselling platform
- ✓ POS add-on
- ✓ Pricebook integration

GATORADE G ORANGE THIRST QUENCHER

2 FOR \$5.45  
PUSH TO BUY  
\$3.59 EACH

COFFEE CLUB

1 Soda Fountain	\$0.59
1 Classic Sandwich	\$2.99
1 Gatorade 32oz	\$3.59







## The smart way to grow your business

Impulse provides smart transactional driven marketing at the point-of-sale. Its 10" customer facing tablet delivers a uniquely personalised customer experience by integrating with your price book and offering your customer the next most suitable offer in real-time.



## More than just a selling tool

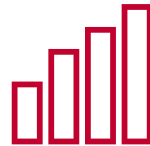
Impulse offers a range of additional features for heightened customer engagement, from charity donations, to surveys, gamification, digital punch cards and third-party loyalty schemes.







# What can Impulse do you for you?



## Increase sales

Impulse provides targeted, data driven and intelligent marketing whereby delivering the most suitable upsell offer at the right time and place to each and every customer.



## Drive loyalty

Impulse takes your c-store to the next level by replacing physical punch cards with a digitalised loyalty program, providing loyalty campaigns which drive traffic into your store and encourage repeat visits.

- ✓ Create a unique and engaging customer experience
- ✓ Never miss an upsell opportunity by having a consistent, smart transactional upselling tool, 24/7
- ✓ Drive loyalty by using the Impulse punch card programs and encourage repeat visits
- ✓ Entice customer feedback through integrated survey questions
- ✓ Grow your community profile by facilitating donation schemes in which customers can donate a specific amount to a selected fund
- ✓ Inject some fun into your customer's c-store experience through gaming features aimed at driving customer satisfaction and return visits
- ✓ Establish a new revenue stream by selling airtime to selected vendors



## Engage with your customers

Impulse offers interactive gaming by creating a fun way to engage and influence your customer's decisions.



## Stand out from the competition

Impulse can help you build brand loyalty and create loyal customers by engaging each and every customer in various ways for the ultimate customer experience.



## Automate your forecourt solutions

Gilbarco Veeder-Root is the leader in cutting-edge solutions that are optimised for the fuel retail c-store environment. We use our 30+ years of forecourt and c-store experience to bring our customers the most trusted solutions in the industry.

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