

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.



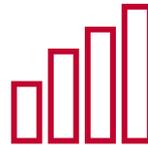
More than just a selling tool

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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