

TeamWorks™

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Welcome!

Happy New Year! With a new year upon us, we would like to wish you all a wonderful and prosperous year. 2013 will be an exciting year with many new enhancements and resources to better our growth, including a new Director of the Southeast! In this newsletter you will read about some of the existing and new features provided to you in the Engagement Specialist Web Portal. You'll also learn of cutting-edge technology that was used in a past program on the East Coast.



Thanks to all of you, we had a great 2012 and are thrilled with the possibilities that lie ahead of us! Be sure to stay tuned to the next issue of TeamWorks as we will continue to update you with the new developments that are to come.

Meet your New Director: David Onyskiw

Happy New Year! I would like to take this opportunity to introduce myself to the PromoWorks field family. My name is David Onyskiw and I joined the team this past October. Prior to coming to PromoWorks, I spent the last 8 years in field leadership roles with Mosaic Sales Solutions and before that had the opportunity to manage several national retail store chains. My passion is definitely in the retail arena and I am very excited about this new career challenge.



I look forward to meeting you during my travels through the SE markets. From what I have experienced thus far, we have a solid team who are very reliable and are proud to represent the organization. I am excited about the future opportunities that we can offer all of our retail and vendor partners: to create enthusiasm and value for their brands and

be confident that we have a great team available to provide a high level of execution every visit.

Thank you for your continued commitment and support of PromoWorks. I am positive that working together, we will have an awesome 2013!

Meet your Project Staffing Coordinator (PSC): Lucia (Lucy) Kennedy

Lucia (Lucy) Kennedy has been a Project Staffing Coordinator for PromoWorks in New Jersey for 12 years. Although the title has recently changed, the scheduling of events is still accomplished in a similar manner. Lucy works diligently to achieve all staffing goals for PromoWorks and our clients through detailed, organized, and continuous communication with over 150 Engagement Specialists and she does it with an endless positive attitude. She schedules as many as 1,600 demos in a month. As you can imagine, this requires a lot of time, focus and resourcefulness. Lucy shares with us below how she makes it happen:

I believe that in order to achieve and maintain an excellent execution rate, a full knowledge of the Engagement Specialists, the Stores, Management in those stores and the areas is crucial. You need to discover and understand each ES's strengths, weaknesses, personalities, special capabilities and circumstances. In this way, I am able to operate quickly upon receiving events to match ES's to

stores and projects. I start my day, one project at a time...although there are often many. I am a firm believer that when a huge challenge is before me, I take a deep breath and then attack it head-on. Typically, when an event is received, I reach out to an ES either by email or telephone. The event is offered along with the specifics and the dates of execution. While communicating with the ES, I will take



advantage of the opportunity and offer them any future events as well. These are immediately entered into the scheduling system. A good relationship with the ES' is critical in order to have an effective team.

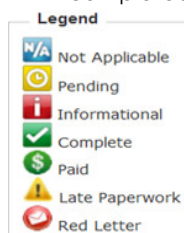
Because we operate at high volume most of the time, it is very important for ES's to execute demos on the dates scheduled. If a demo is not executed and needs to be rescheduled, this adds to the amount of communication, scheduling and reshuffling that has to occur. It is of utmost importance that we meet client expectations at the highest level, which means executing an engaging and successful demo on target date. As a PSC, that is my primary goal. Therefore I always strive to staff stores with the most reliable and outgoing ES's to achieve this objective.

I thoroughly enjoy my job and pride myself on doing my absolute best, always. I challenge myself to achieve the impossible and encourage the ES's to do the same!

Tips for the Engagement Specialist Web Portal

Frequently Asked Questions

- 1.) **Where do I log into the Engagement Specialist Portal?**
 - a. Go to PromoWorks.com and in the top-right corner, click on "ES Portal Login."
- 2.) **What is my Username?**
 - a. Your Username is always your six-digit personnel #.
- 3.) **I do not remember my password! How do I reset it?**
 - a. You can click "Request Password" which will send a password to your email, or you can call the ES Hotline to reset it for you. Once you receive the temporary password, the Portal may ask you to create a new one. The "current password" space is for the password that was just entered.
- 4.) **How do I see my schedule?**
 - a. At the top of the screen, click menu, go to Execution/Schedule, and click on "View Schedule." Your calendar for the current month will load. The days that you have demos scheduled will be in red. If you click on the date, your demo information will load underneath the calendar. You can also view other months by using the arrows to the left and right of the calendar month. You can also search for demos by using the search Criteria options.
- 5.) **How do I edit my personal information and availability?**
 - a. You can change your personal information in your profile. Go to Menu at the top and click on "My Profile." Click on the tabs, and click "edit" to change any information, availability, etc.
- 6.) **Where can I find my pay schedule, Time invoice Forms, Pay Inquiry forms, ROWSAP forms, etc.?**
 - a. You can find many important forms in the Portal Library. Click on Menu and click "Library." Next to "Category," Choose General Paperwork and click [Search.] You can then click [View] next to any document and save it for your records.
- 7.) **New to the portal – Viewing payment and paperwork information.**



- i. **Green dollar sign:** Project has been paid. Clicking on the dollar sign will bring up the payment details.
- i. **Yellow Late Paperwork Warning Icon:** The paperwork is late. Once the paperwork has been entered for payment, this icon will go away. If an issue with the paperwork is found during

processing, the red letter icon will appear

- i. **Red Letter:** An issue with the paperwork was reported. Clicking on the red letter icon will show the issue.
- b. Under Pay History, you are also able to view the payment details for projects you have completed.
 - i. Enter search criteria and click search.
 - ii. A results grid will show with the information entered, click view to see the payment details.

An ES Point of View:

As we begin a new year and start making our New Year's Resolutions, we challenge all of you to access and utilize the Engagement Specialist Web Portal to its fullest. One of our top Engagement Specialists in south Florida, **Norma Williams** said it best during a recent assessment conducted by her Field Ambassador: "I love the fact that I can be self-reliant and obtain anything that I need from the comfort of my home". While there are many features, there are some that help Engagement Specialists to be more time efficient such as the ability to complete the IVR Reporting from the PromoReports online rather than over the phone. Others range from viewing schedules to checking on payment status. With this information at her fingertips, she doesn't have to rely on someone else to give her the information; she can simply locate it herself at her convenience.

Listed below are some of the current features/benefits that can be found on the Web Portal:

- ✓ You can update your contact information, preferences, and interests as they change
- ✓ View your scheduled events
- ✓ View specific payment detail
- ✓ Check the Paperwork Processing status
- ✓ Schedule time off
- ✓ View Pay History
- ✓ Print Event Training Manuals & Certifications
- ✓ Print PromoWorks General Paperwork
- ✓ View Training Videos and Newsletters
- ✓ Enter PromoReports and Learning Center reports

With more updates to come in 2013, Norma is excited to learn of the new enhancements that will continue to enhance the engagement culture at PromoWorks.

We would like to encourage all of you to share, just as Norma has done, the many benefits of the Web Portal with some of your fellow co-associates, who may not yet have taken advantage of this wonderful tool.

\$\$ Direct Deposit \$\$

We are excited to announce that Direct Deposit is now available! In order to get signed up for this new feature, you will need to access the Engagement Specialist Web Portal. Once logged in, click on Menu and then "My Profile." Next, select the tab titled "Payroll" and click "Edit" below. Then use the drop-down menu next to Payment Method and select "Direct Deposit." You will then be prompted to enter your routing and account numbers for your Checking or Savings account. When you're finished, make sure to check the box above that acknowledges that all the information is correct and click "Save." You're done!

Your account will be pending for up to 14 business days to verify all account details. In the meantime, you will still receive your checks via USPS mail.

As always, if you have any questions, feel free to contact the **FIELD SUPPORT TEAM** at 1-800-238-9199 or DirectStaffingAMS@promoworks.com for assistance!

Kroger Touch Rate Events

Mondelez (formerly Kraft Foods) INTER:FACE Digital Program Enhancement

Mondelez's brand, belVita, was new to the U.S. market in 2012 and its launch success depended on overcoming many challenges. belVita, a lightly sweet and crunchy biscuit, is a new kind of breakfast versus the more traditional American breakfast options. belVita is also shelved in the snacks aisle (versus the breakfast aisle) creating the need to educate shoppers on its location in the store. Shopper feedback was important to evaluate the brand's level of success in overcoming these challenges so that critical adjustments could be made to the marketing plan as needed.

PromoWorks' INTER:FACE program was ideal for meeting belVita's needs. INTER:FACE includes a touchpad device that is mounted to the sampling table and engages shoppers with the sight and sound of video advertising streaming on the touchpad. The shopper is invited to touch the screen to receive more information on the product being sampled and answer a few short survey questions about the brand.

The belVita INTER:FACE program executed in August of 2012 at Kroger. The Engagement Specialists did a wonderful job as the shopper participation was strong with over 50 surveys completed per store! belVita uncovered valuable information and insight on consumer's familiarity with the product's features and benefits, if they would buy it in the future and recommend it to friends, and if they knew where to find the brand inside the store. Overall, we received great new learnings and the program met belVita's needs!



Contributing to the success of this test were the following:

PromoWorks Employees

- Sales – Theresa Ockaskis Allen (Mondelez national salesperson), Paige Byrd (Kroger Approvals)
- Operations – Katie Barson, Dan Miller, Robert Lopez
- Field Support – Brion Levine, Cassie Taylor, Lisa Rucker, Stenia Ramaekers
- Client Service – Katie Daly & Jill Wiedemann (Mondelez dedicated client services), Andrea Lucchetti (INTER:FACE client services coordination)
- Weekend Support – Katie Barson, Katie Daly
- Logistics – Amanda Maag
- Marketing – Dave Musiel
- Shopper Insights/Research – Dan Lyman

Staffing with best-in-class Engagement Specialists

- Our field teams used a more targeted approach with staffing this program. We selected top-level Engagement Specialists who were also digital-savvy.

Enhanced Training

- Our Engagement Specialists were trained in several different ways; they were first required to review the training manual and practice with the INTER:FACE touchpad unit. They then participated in a one-hour phone training that reviewed the program and its objectives, how to use the INTER:FACE touchpad unit and several different ways to engage with shoppers during the Instore event. After the phone training, the ES' training was tested and their knowledge of the program confirmed via successful completion of the PromoLearning Center@.



PromoWorks is continuing to advance the INTER:FACE digital program and add even more capabilities and value for our clients. In addition to surveys that provide shopper feedback immediately after sampling a brand, INTER:FACE is also

being used to conduct votes for different flavors being sampled, to find out where they are first learning about the brand, and even to learn how to use retailer apps. The advertising being shown on the device creates a captivating POS element that draws shoppers to the engagement. They can get more information on the brand. They can even access the brand's social media sites like Facebook and say that they not only "like" the brand, but have "Tried it, Like it", adding a whole new dimension to brand likes. By capturing their email address, we can connect them to recipes, instructions and shopping lists, and continue the engagement beyond a single point in time with follow-up offers and values. The value of a shopper who has tried a brand is infinitely more valuable to a brand than one who has not. We can register them for sweepstakes and other brand promotions right at the store. We can download coupons to their frequent shopper cards. We are even looking to expand our INTER:FACE digital capabilities to be able to drive targeted consumers to an in-store engagement event with exclusive offers delivered via email and text. And, we are looking at ways to expand the coverage of the program.

Yes, it's true that no interface can replace a taste. But it can definitely enhance and extend our shopper engagements, leading to great growth potential.

And thanks again to the many of you in the field – Engagement Specialists, Area Managers, and District Coordinators/Field Ambassadors – as you helped make this the success that it was!

