

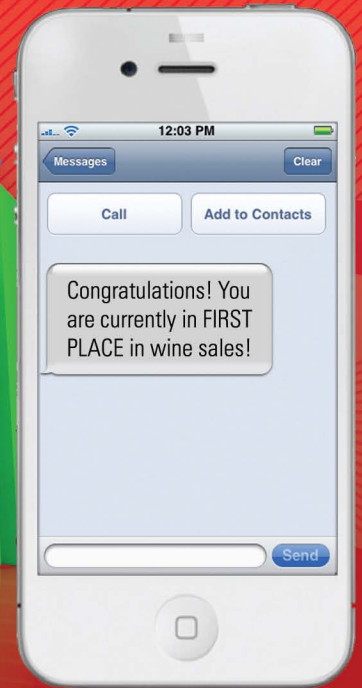
UPcell

Server Rewards Program

Increase Sales by Double-digits

UPcell is a mobile/social incentive program that connects your POS system to your FOH staff.

Mobile marketing and social media are most effective when used by a demographic that "gets it". This happens to be your most powerful sales tool at your disposal: your front line staff.



How UPcell works:

Staff members "opt-in" to UPcell via their mobile phones and our proprietary UPcell facebook application. We then link their POS sales to their phone/facebook allowing you to push specific contests and allow staff to see where they rank.

- Provides a direct communication vehicle to staff
- Creates a culture of recognition
- Engage/motivate staff with mediums they use everyday
- Increase your sales - while empowering staff



Leverage Supplier Dollars

No other program provides a direct sales channel for your Key Suppliers to sell their products. Obtain vital incremental marketing dollars as your "servers turn into sellers".

Reward Great Sales

Server Rewards incentive programs are built to drive bottom-line sales results.

Increase Recognition

Creating a culture of recognition in your workplace is an easy, cost-effective way to boost employee motivation & increase sales through facebook.

Staff Motivation

An employee that is engaged with their work cares about their company & the role they play in making them successful.

What our clients say:

"The best way to build your sales is to incentivize your servers. In the first 3 months of the program we have increased targeted product sales anywhere from 25% to 325%, while increasing targeted category sales up to 5% - at the same time revolutionizing our supplier relationships and partnerships. We have also built a company culture that speaks to Generation Y in a language and method they understand and embrace."

- Andy Moore
NATIONAL PROMOTIONS MANAGER - EAST SIDE MARIO'S
Prime Restaurants Inc.

Recognition & Engagement Tools

Our robust platform will give you the tools needed to help you build engagement in the program. All tools have multiple customization options to work for your company. These include:

- Free peer to peer recognition on Facebook
- Custom program newsfeeds/updates
- Custom leader boards on mobile & Facebook
- Dashboards for locations/area managers to track opted-in employees

Reward Tools

Our reward tools will allow you to instantly reward the employees conducting results or behaviors defined in your program. These include:

- POS Results Tracker
(Capture sales data from your POS & automate contest notifications directly to your staff)
- Sales Incentive Tools
(Drive sales through incentive contests)
- Broadcast updates & sales targets directly to staff phones via SMS

Social Recognition

Take your Server Rewards program to the next level with Social Recognition so your employees can share recognition moments on Facebook or e-mail that are personal to them.

Member Support

We offer bi-lingual (English & French) support for all your employees involved in the program and for any program related communications.



Staff sign up via text message and use social media to interact with other staff-members.



Track staff rankings.



Social Media applications for engaging staff and reporting contest results.