

April 16th, 2020

Study Group - Webinar Panelist – Polly Flinn – Talking Points

How will our retail business model change now as a result of COVID-19 and what is GetGo doing?

- Health & Well Being – New Normal will remain for some time – months if not years
 - o Procedures & Process for Sanitization – hour on the hour
 - o PPE for team members – gloves, sanitizer, masks for how long?
 - o Protection Glass here to stay
 - o Social Distancing here to stay - floor markers, etc here to stay
 - o Providing disposable gloves and masks to all customers?
- Wages
 - o Hourly Increases will stick; depending on ‘stay at home’ transitions; adjusting bonuses to ‘target’ will remain. Using this as a moment to high-grade talent
- Food:
 - o ‘Individual Customer Touch’ Self-Serve Beverages – new coffee cups that do not stick when you remove them from the holders; New lid dispensing approach; New creamers/accompaniments approaches
 - o Curbside everything – MTO Orders; Pantry Boxes
 - o Delivery everything – expanding DoorDash across portfolio
 - o Individual Package Grab n’ Go Food
- Touch-Free Technology & Approach
 - o Take advantage of EMV Installation enables Touch-less/NFC Payment at the Pump
 - o Lean into Unlimited Washes and benefits of skipping the Car Wash Kiosk
 - o Leaning into Self-Checkout in short-term and medium term expanding Touch free Shopping pilot (Grabango)
 - o Investing heavily in added functionality on our already strong Loyalty/Mobile Ordering & Payment App
 - Advantage Pay (ACH) pin enabled on smartphone that activated via NFC
 - Scan Pay & Go
- Marketing/Communication/Innovation
 - o Customers pinching pennies/winning the recession – how do we support while not decreasing margins – new product innovation higher margin items offsets investment in value in other products/offers
 - o Health & Safety messaging to consumers to build confidence