

GUIDELINES & TIPS FOR OFFERING LIMITED-TIME MENU OFFERS WITH YOUR CATERTRAX SOLUTION



Limited-Time Offers - LTOs - are special menu items, ONLY available for a clearly-defined, short period of time, which fuel urgency amongst customers and drive sales.

Overview

Clients can request limited-time offers (LTOs) to be implemented across 25 or more of their sites by working with their Client Success Manager or Sales Executive, or by submitting a menu ticket.

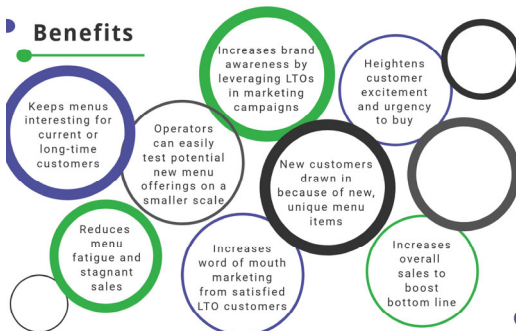
LTO content publishing has a standard turnaround of 7 weeks* from the date CaterTrax receives LTO assets. Ideally, we recommend that operators plan LTOs 6 months to a year in advance to guarantee they'll have enough time to finalize, test, and implement items in time for the LTO start date.

Projects are managed and executed by a small group of CaterTrax employees, including:

- Project Manager
- Solutions Consultant
- Menu Specialist
- Managed Services Specialist
- Quality Control Specialist

*Expedited 5-week option available

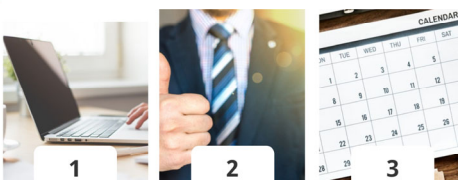
Benefits



Project Initiation

- 1 The Project Manager engages all necessary team members required to complete the LTO content publishing across all involved sites.
- 2 The Project Manager creates the initial version of a detailed **Project Plan** for the client to review and approve which defines when all tasks are scheduled and identifies all resources required for completion.
- 3 The Menu Solutions Consultant creates a **Project Charter** for the client to review and approve which includes the high-level project requirements and completion timeline.
- 4 Involved CaterTrax team members hold an internal kick-off meeting to review project requirements, the timeline for completion, and if applicable, identify any remaining questions for the client.
- 5 The Menu Solutions Consultant creates a **Statement of Work** for the client to review and approve once the number of sites involved is known and the scope of building the LTO is understood.
- 6 If open items remain, the Client Success Manager schedules a call with the client to review any outstanding project requirements and ask any further questions.

Project Execution



After the **Project Charter, Project Plan, and Statement of Work** have all been approved, the LTO menu is built on a User Acceptance Test site (UAT).

The client reviews the LTO menu and tests functionality on the UAT site, providing a round of feedback, if applicable, and signs off on the approved LTO.

The Managed Services and Menu Specialists push the LTO to required sites in phases over the course of a few days to a week. **(NOTE: The new menu will NOT be visible from a live site until the official start date.)**



The CaterTrax Project Team performs internal testing to verify that everything is working as expected and any issues are remedied by the appropriate team.

On the go-live date, a separate CaterTrax team performs a quality check on 20-25% of the sites involved in the project (sites selected at random). This serves as a way for a fresh set of eyes to verify the menu is built correctly and functioning as expected.

If open items remain, the Client Success Manager schedules a call with the client to review any outstanding project requirements and ask any further questions.