



REST.

**RETAIL EXTENSION
SALESFORCE TERMINAL**



REST APPLICATION



Ignition Commerce's Retail Extension Salesforce Terminal (REST) application allows Salesforce Commerce Cloud (SFCC) customers to extend their web presence to pop-up locations and empowers their retail staff with point-of-sale (POS) functions on a tablet. The mobility and flexibility of the application solves multiple business challenges and is especially valuable in mitigating obstacles resulting from the COVID-19 pandemic.

Similar to an Apple Store experience, REST allows shoppers to approach any staff member in the store to checkout, browse, read product reviews or order out-of-stock items. The application also accelerates the checkout experience by empowering retail staff to "shop on behalf" of customers if they have a storefront account, populating both saved addresses and payment methods with a single touch.

App-like UI: Agents can search, navigate, add to cart and quickly checkout with an intuitive POS style UI (Figure 1)

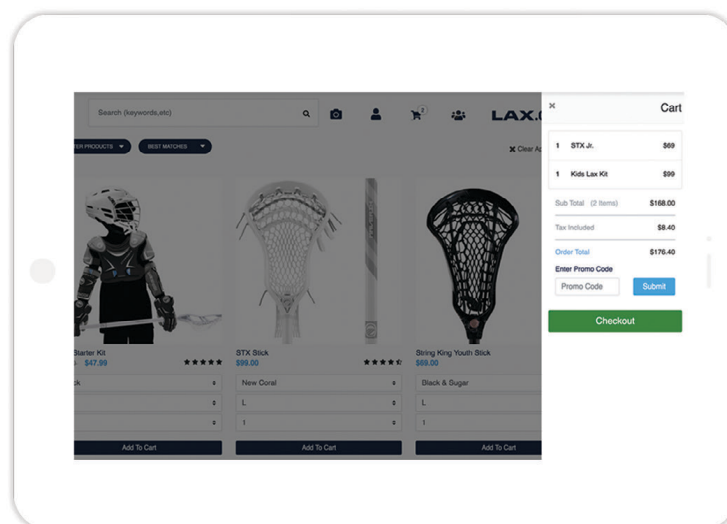


Figure 1



Barcode Scanner: Scan a barcode at an event or in-store and add the item to the cart. REST uses the tablet's camera as a scanner.

Payment Processing: REST pairs with a VeriFone hardware device to process cards separately from the crowded and anchored POS terminal.

Inventory Check: On the "Product Detail" page, a merchant can view stock levels of nearby stores or warehouses.

Customer Data Collection: Allows staff to easily create a new customer profile at an event or in-store.

Shipping Method Option: Supports cash and carry, credit and carry, or allows customers to carry a portion of the order and ship other items to a location of their choosing. This is especially useful at pop-up events or when purchasing bulky or drop-ship items. (Figure 2)

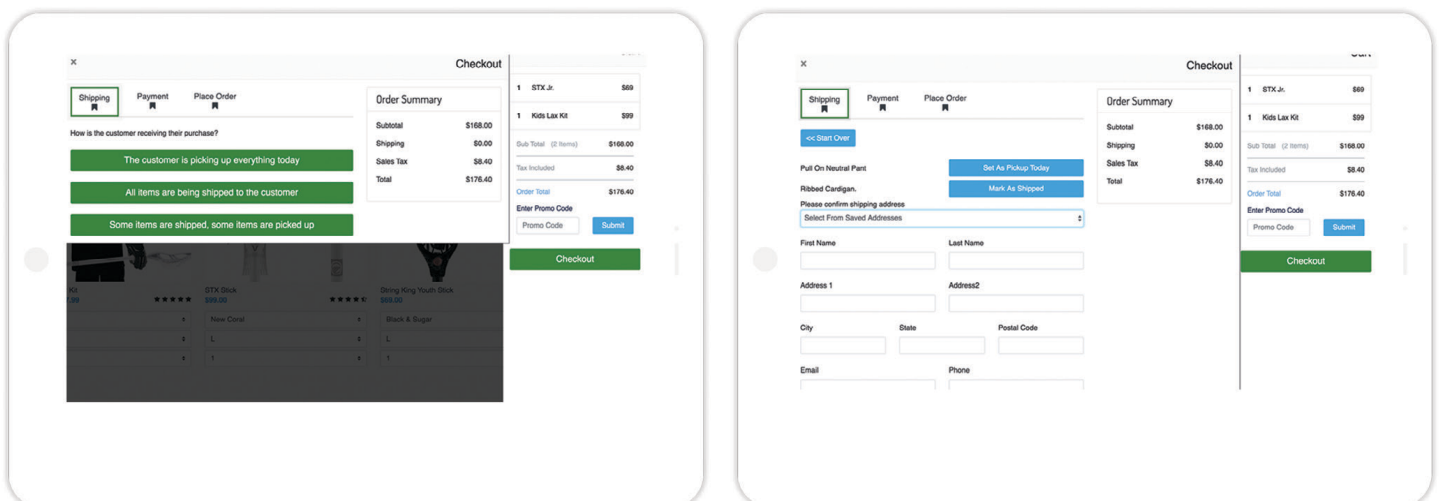
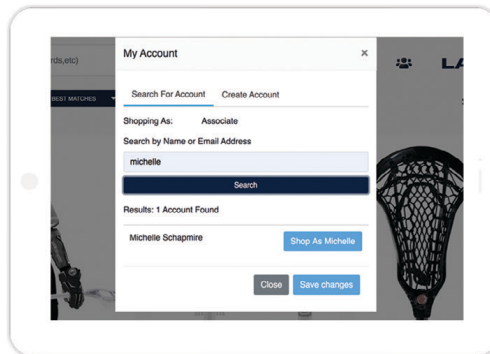


Figure 2



Shop on Behalf: Allows store staff to look up shopper account addresses and view previous orders.



Paperless Receipt: Orders placed through REST leverage the SFCC email functionality to send order confirmation without physically handing a receipt to the shopper.

Touchless Checkout: Customers can insert their credit card into the reader without touching the reader surface. When the card is authorized, the clerk instructs the shopper to remove the card, keeping both the shopper and clerk safe from any physical interaction during the COVID-19 pandemic. (Figure 3)

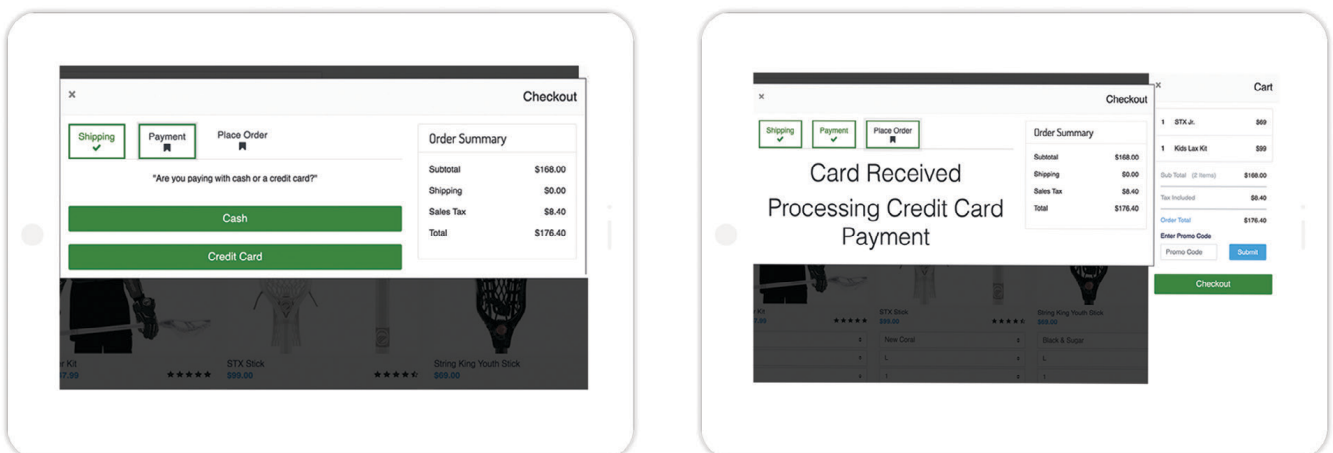


Figure 3



Store Queue Management: In response to the COVID-19 pandemic, the REST application offers functionality to assist retail staff in maintaining compliance with local ordinances that restrict the number of people allowed in the store at one time. The goal of this feature is to maintain a safe location both inside and outside the store by allowing shoppers to wait in their cars or at a distance without losing their position in the queue. The application will:

- Allow business users to set a customer threshold at the store-level. This attribute allows retailers to adjust capacity limits based on the square footage of each location.
- Retailers can display signage in front of their stores, instructing shoppers to send a text with the size of their group to join the queue. If the current capacity is below the threshold, a reply will be sent alerting the customer to enter. This feature syncs with the current occupancy count based on the party number.
- If the store is at threshold, the shopper will receive a text message with their current position in the queue and assurance they will be alerted when permitted to enter.
- Sales representatives can resend messages to customers that are permitted to enter but don't show up, or remove them from the queue. Reps can also reorganize shopper queue positions via drag and drop.



- o **Buy Online, Pickup in Store:** Customers purchasing on the website are automatically routed to the closest physical store or can manually select an alternative store. During checkout, shoppers confirm their chosen store and have the option to enter their car's make, model and license plate for curbside pickup. When a store receives an order, associates are alerted and can pick the line items and mark the order as "ready for pickup", which sends an email or text to the shopper that the order is ready. (Figure 5)

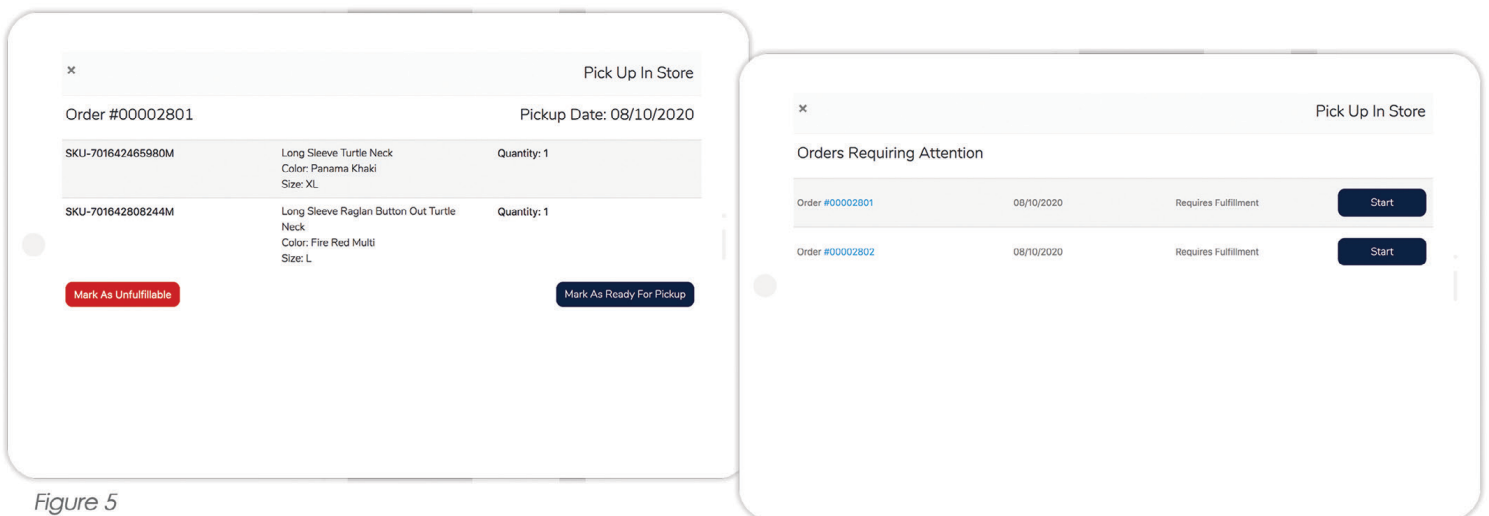


Figure 5



- o **Buy Online, Pickup in Store:** Shoppers can bring any item ordered on the website or through the REST app to any retail location for return. The store associate can search for an order by email address or order number and view all of the order's line items. The associate can confirm that the item is eligible for return and enter reason codes for each line item. When the item is returned, the customer is credited and the inventory is adjusted for the receiving store. (Figure 6)

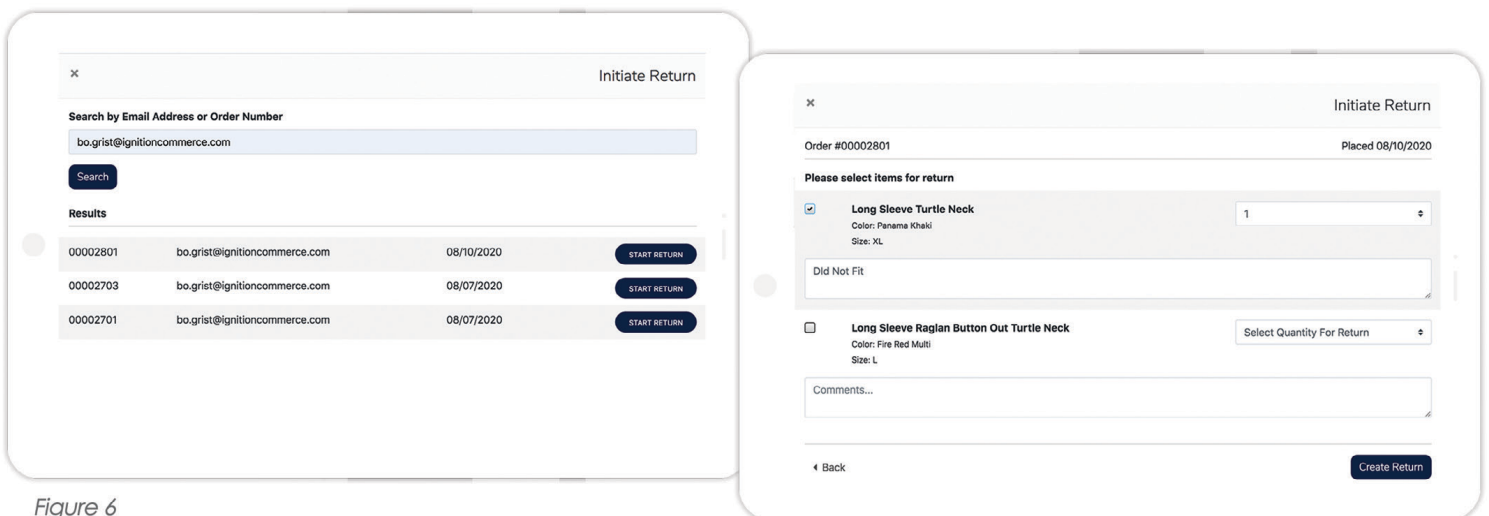


Figure 6