

Preparing for Your Feature Checklist

Please complete this list entirely to ensure everything goes smoothly. Refer to the welcome guide for or call us at: (877) 788-7858 if you need assistance.

Technical Details

Have You...

- 1 Contacted your web hosting provider to ensure your website server can handle 5x the amount of traffic you get on an average day?

- 2 Set up instructions for redemption on your website?

- 3 Added an additional phone line for each 100,000 subscribers Groupon has in your city (minimum: add an additional line regardless of subscriber base)?

- 4 Set up a dedicated email address for Groupon customers (optional, but helps flow of inquiries, and allows you to set an auto-responder to give a time expectation on a return call)?

- 5 Have plenty of punch cards available (if applicable)?

- 6 Set up your reservation system to take Groupon codes or designated a field for codes?

Stocking Merchandise

Have You...

- 7 Ordered additional products/stock?
 - 3x what you typically have in stock for the first week, 4x for sizes that are most popular in clothing items

 - 5x what you typically stock for other retail products (one-two location shop)

 - 7-10x what you typically stock for multi-location businesses and online stores

 - If your business produces custom materials, be prepared to produce up to 5x the usual number of lower price point items in the first month. Those that redeem first are those that will spend the value of the Groupon, and those that wait will typically be the customer that doubles the value of the order.

- 8 Put on your calendar to stock 3x more than usual in the final month of the deal as customers try to use their soon-to-expire Groupons. The last day your Groupon is valid will be as busy as the first day!

Training Staff

Have You...

- 9 Trained staff how to input Groupon codes into the online redemption system, POS, or gather information using the Groupon Redemption Worksheet?
 - a Have you scheduled double the number of employees as there are phone lines for reception on the day of your feature, **and...**

 - b Have you staffed all employees for you the first day your feature is valid and 85-90% the entire week after, **and...**

 - c Do you have a person dedicated to answering the Groupon discussion board (and all social networks if your company is active on those channels) on the day of the feature?

- 10 Trained staff to ask for the customer's Groupon number at the time of reservation?

- 11 Instructed staff to ask about rebooking?

- 12 Considered an incentive for customers who book follow-up appointments/reservations on the spot?

- 13 Instructed staff to present Groupon customer with a bill that includes the total amount pre-Groupon (and circled it), and then subtract the Groupon amount on the receipt?

- 14 Reinforced to reception staff to gather as much contact info as possible, so you can remarket to these customers?

- 15 Distributed copies of the "What You Need to Know" flyer?

- 16 Met with all staff and set objectives for the Groupon promotion? (*TIP: offer an employee incentive to make sure Groupon customers receive great service, even when staff may be a bit stressed*)