

How **Foley FoodService** used PayRange to increase vending purchases by 19%

INTRODUCTION

When talking to Fortune 100 employers and retail locations about potential contracts for vending services, the #1 question the Foley sales team was asked was if their machines could accept mobile payments. "Prior to the PayRange relationship, the answer to that question was 'no,'" says Foley.

In addition to looking for mobile payment options, companies were also often looking for a vending operator who could provide an extra level of service to company employees, empowering them to increase sales through promotions and offers. Rewards programs weren't always available with traditional credit card solutions.

Foley knew that incorporating consumer marketing, rewards and mobile payment capability into their machines would be a powerful sales tool to win new accounts. Enter PayRange.

ABOUT **FOLEY FOODSERVICE**

Foley FoodService is a vending operator in Massachusetts and Rhode Island offering unsurpassed vending machine, office coffee, and micro-market solutions.

In 2015, Foley began installing PayRange on its fleet improve business with a quick and cost-effective way to accept mobile payments.

foley

foodservice

LANDING NEW ACCOUNTS

With PayRange Foley can turn on Rewards and have the ability to run location-specific promotions, or special offers that are based on a certain time of year.

This gives potential accounts a clear reason to choose Foley over the competition. "PayRange has been a sharp arrow in our quiver," Foley says.

Success with PayRange

3000+ machines

for mobile payment acceptance

19% increase

in vending purchases per user



Empower Customers

With tailored reward and loyalty programs

TREATING CUSTOMERS RIGHT

Offering PayRange on every possible machine is all about creating the best experience for the end customer, which in turn increases customer loyalty and keeps them coming back for additional vends.

PayRange gives customers a mobile payment option, and a way to get the cash discount while still paying digitally—customers using Foley machines pay the same for PayRange or cash payment, but 10 cents more for a credit card payment.

"The more choices that we give the customer, the better," Zeiba says. "Customers appreciate the ability to be rewarded for their use." Customers like the flexible, customer-centric rewards programs that allow them to be rewarded for buying the product they want, rather than only a product being sponsored by the manufacturer.

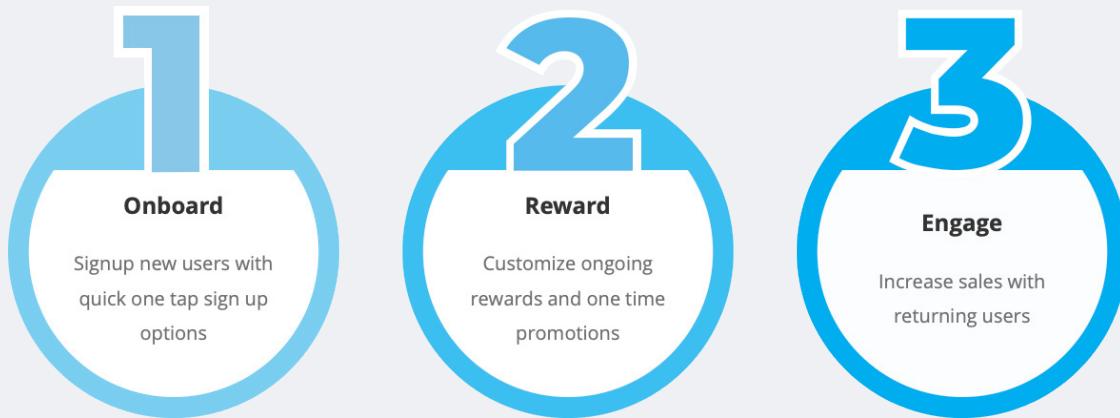
Steve Foley

Owner, Foley FoodService

"Every time someone buys into it, it's 8, 9, 10, 12, uses over a week or a month. You can easily **double and triple the sales** of the existing customers."



INCREASING ENGAGEMENT WITH FLEXIBLE CONSUMER MARKETING



PayRange has a variety of marketing programs integrated into the app that promote PayRange adoption and increase overall vending purchases. Foley's current promotional package includes "First Purchase Free," which encourages new consumers to sign up and get a free item of their choice, the "Buy 7, Get One Free" reward star collection program, which incentivizes repeat purchase, and lastly a unique, Foley-branded "25 cents off your next 2 purchases" discount offer to build loyalty.

"Setting up the programs was a collaborative effort with the folks at PayRange. We wanted something that could reward our consumers. We wanted to have something that brings in new customers. And then we wanted to have some traditional programming. All these programs are doing very well," says Fred Zeiba, General Manager at Foley FoodService. "The users that we do see, love it. They use it and they use it often. These programs are pretty important. Repeat usage is through the roof and much of that is because of the rewards and discount programs."

"One of the great things about PayRange is the loyalty programs we can offer"

- Zeiba

While PayRange is not the only rewards program in the vending industry, there are many ways its loyalty programs differ from other options—and make it more attractive to operators, Zeiba says.

Other programs that offer loyalty and rewards often require operators to pay a monthly card-reader fee. Promotions are often product-specific, as opposed to allowing the consumer to choose. In contrast, PayRange loyalty programs are easy and cost-effective to set up, and can be tailored to Foley's specific marketing goals. Consumer rewards are based on the number of vends, regardless of what item was purchased and discounts are redeemable on any product in the machine. This customer-centric loyalty program has been very popular among Foley's customers.

PARTNERING WITH PAYRANGE

Since Foley FoodService began deploying the BluKey devices in 2015, PayRange has been actively working to help Foley leverage PayRange to meet its business goals.

During the installation process, PayRange sent out a field deployment team to help install BluKey devices across nearly 3,000 machines. PayRange also set up tailored branded promotions based on Foley's unique marketing goals and developed marketing material to present to prospective new accounts.

In addition, PayRange provides ongoing insight into consumer behaviors. This has helped Foley get to market faster and find the best mix of PayRange services to grow their business. "We've included PayRange in every single available machine that we can put it on, and on any new installs that go out," Foley adds.

