

The Sessions Score will enable sites to earn up to 3% cash-back

It will be available inside the new Sessions Dashboard





Agenda

- **Sessions Serve** & the new dashboard
- Sessions Score
 - What is the score
 - How does it work
 - Timelines
 - What you will need to do
- Questions!

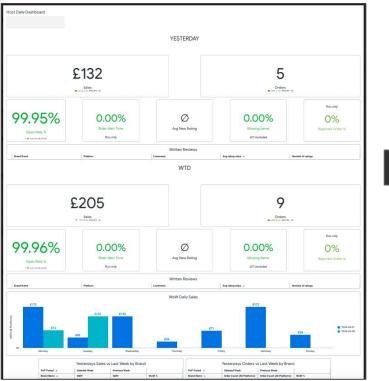
Sessions New Tech Platform

- **"Serve" is Sessions very own tech platform** from sales through to the Score, everything will live within it.
- The dashboard is being rolled out first, a simple profile for your site where you can login and check your latest reports.
- You will receive an invite email on Monday from 'Team at Sessions' with the subject "Welcome to Sessions Serve"



Your New Dashboard

Home		Overview Areas Tables Categories Items		
🗐 Orders	~	Sales Overview		
Reports	^	± Export		
Overview		Last 7 days - Reporting @ Transactional (Local Time) - 4 Apr 10 Ap Days -		
Sales				
Sessions Score		Total Sales -83%		
Delivery Metrics		£500 £3,000 04 Apr - 10 Apr 28 Mar - 03 Apr		
Products	~	£2,000		
Wenue Venue	~	£1,500		
		£1,000		
		£500		
		E0 Thu 04 12 PM Fri 05 12 PM Sat 06 12 PM Apr 07 12 PM	Mon 08 12 PM	Tue 09 12 l
		27 Mar - 03 Apr		



From this...



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To this...

See how you are performing on metrics specific to delivery. These metrics are critical in maintaining high sales on Deliveroo, UberEats, and JustEat. Last full week v 12 Feb 12 Feb 19 Feb Brand v Platform v Average New Ratings +4.8% Description ^ Average of customers' ratings (out of 5) after receiving their delivery orders 4.4 4.2 97.1% 96.8% 2.1% 2.1% 2.0%	Joe's Sushi										
Last full week × 12 Feb 19 Feb Brand × Platform × Average New Ratings +4.8% Description ^ Open Rate +4.8% Description ^ Average of customers' ratings (out of 5) after receiving their delivery orders Open Rate +4.8% Description ^ 4.4 4.2 97.1% 96.8% 2.1% 2.0% 12 Feb - 18 Feb 05 Feb - 11 Feb 05 Feb - 18 Feb 05 Feb - 11 Feb Deliveroo 99% +4.8% Deliveroo 99% +4.8% Deliveroo 3%	Delivery metrics										
Description ^ Description ^ Description ^ Description ^ Average of customers' ratings (out of 5) after receiving their delivery orders Share of your scheduled delivery opening hours that you were open Share of orders that had one or more item missing 4.4 4.2 97.1% 96.8% 2.1% 2.0% 12 Feb - 18 Feb 05 Feb - 11 Feb Deliveroo 99% +4.8% Deliveroo 3%				· · · · · · · · · · · · · · · · · · ·		maintaininę	g high sales (on Deliveroo, UberEats, and Jus	stEat.		
A.4 4.2 97.1% 96.8% 2.1% 2.1% Deliveroo 4.5 +11% Deliveroo 99% +4.8%	and the second	+4.8%		and the second second							
12 Feb - 18 Feb 05 Feb - 11 Feb 12 Feb - 18 Feb 05 Feb - 11 Feb 12 Feb - 18 Feb 05 Feb - 11 Feb Deliveroo 4.5 +1.1% Deliveroo 99% +4.8% Deliveroo 3%	•) after						one or more it	ems		
									2.0% 05 Feb - 11 Feb		
										+4.8	
JustEat 4.1 -8.0% JustEat 98% -8.0%			-8.0%	JustEat		98%	-8.0%				

Average Prep Time	-4.8%
Description 🔨	
Average time between r	eceiving the order and
handing it off to a rider	
12 mins	13 mins

Rider Wait Time over	5 mins -4.8%
The share of orders whe for more than 5 minutes	
pickup time	

Rejected Orders -4.8% Description 🔨 The share of orders which were rejected 0.5% 0.6% 12 Feb - 18 Feb 05 Feb - 11 Feb

Why are we expanding our incentive?

We want to improve sales, and the best way to achieve this is a great customer experience, so the incentive is designed with this in mind.

It will reflect the following



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So what is the sessions Score?

Everyone is now entitled to 3% cash-back on all their sales that cashback reflects your score in key operational metrics!

- Supply Chain compliance is mandatory to be eligible.
- This replaces the open rate incentive.
 - We will run both for 4 weeks to give sites time to adapt

How will it work?

This will **launch on Monday (15th April)** and your score will be calculated fortnightly. You can only qualify for the score if you are compliant on the Sessions Supply Chain.

Your score is calculated as below - the **lowest metric determines the score**.

Open Rate	92%	94%	96%	98%	99%
Missing Items	2.5%	2%	1.5%	1.0%	0.5%
New Ratings	4.2	4.3	4.4	4.5	4.6
Cash-back (SCORE)	0.6%	1.2%	1.8%	2.4%	3.0%



Open Rate	92%	94%	96%	98%	99%					
Missing Items	2.5%	2%	1.5%	1.0%	0.5%					
New Ratings	4.2	4.3	4.4	4.5	4.6					
Cash-back (SCORE)	0.6%	1.2%	1.8%	2.4%	3.0%					
i										

In this example, because the restaurant had missing items of 2% they will receive cashback of 1.2%, even though their open rate & average new rating was higher.

SERVE		Joe's Sushi									
留 Home 目 Orders ふ Marketer	~	Sessions Score The Sessions Score helps you understand how you could be making more money on your delivery orders! Last fortnight 🗸									
II. Reports	~	Ingredient ordering How you can improve									
Overview Sales Staff		Compliant Missing items reduced your cashback. You have qualified for cashback because you ordered the approved ingredients ① To avoid missing items, you can [missing items recommended action]									
Customers Sessions Score		How your cashback is calculated Your cashback									
Delivery metrics		Open Rate ① 92% 94% 96% 98% 99% 99.1% Last fortnight's cashback: + £96.00									
] Products 	* *	Missing Items ① 2.5% 2.0% 1.5% 1.0% 0.5% 1.9% Out of a potential £240.00									
Customer reviews 🕄		New Ratings ① 4.2 4.3 4.4 4.5 4.6 4.49 Total cashback for this quarter:									
View menu 🛪		Cashback 0.6% 1.2% 1.8% 2.4% 3.0% 1.2% 1.2% 1.2% 1.2% Paid out at the end of the quarter Your cashback is based on the lowest of your other scores									
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Home] Orders > Marketer	~	Sessions Score The Sessions Score helps you understa Last fortnight 🖌	nd how yo	u could b	be making	g more mo	oney on ye	our delivery orders!	
Reports	~	Ingredient ordering						How you can im	prove
Overview Sales Staff		You have not qualified for co the approv	ishback b	- Decause	you did		r	Ę	You were not supply chain compliant To qualify for the cashback below, you must order XXXXXX, YYYYYYY, XXXXXX, YYYYYYY, XXXXXX, YYYYYYY, XXXXXX, YYYYYYY, HHHHHHH
Customers		How your cashback is calculate	d					<u></u>	Your cashback
Sessions Score Delivery metrics		Open Rate ①	92%	94%	96%	98%	99%	99.1%	Last fortnight's cashback: + £0.00
] Products } Venue	~	Missing Items ①	2.5%	2.0%	1.5%	1.0%	0.5%	1.9%	Out of a potential £240
) Customer reviews		New Ratings ①	4.2	4.3	4.4	4.5	4.6	4.49	Total cashback for this quarter:
ew menu Z		Cashback	0.6%	1.2%	1.8%	2.4%	3.0%	1.2%	E469.12
w menu 🗡		Your cashbo	ack is base	d on the	lowest of	your other	scores		2

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昭 Home 目 Orders ③ Marketer	~	Sessions Score The Sessions Score helps you understand ho Last fortnight v	ow you could l	be making	g more mo	oney on yo	our delivery orders!	
Unanteen Overview Sales Staff	~	Ingredient ordering Com You have qualified for cashbac approved ing	ove Well done! You achieved maximum cashback.					
Customers Sessions Score Delivery metrics		How your cashback is calculated Open Rate ① 92	% 94%	96%	98%	99%	99.1%	Your cashback Last fortnight's cashback:
슬) Products 쯴 Venue	~ ~	Missing Items ①	2.0%	1.5%	1.0%	0.5%	0.4%	+ £240.00 Out of a potential £240.00 £48 £96 £144 £192 £240
Customer reviews		New Ratings ①	2 4.3	4.4	4.5	4.6	4.62	Total cashback for this quarter:
View menu A		Cashback 0.6					3.0%	Paid out at the end of the quarter
錢 Settings								

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How does it work?

- Calculated over 2 weeks
- Paid out every 12 weeks (quarterly)
- **Compliance is tracked automatically** the time period since your last order is generous
- If you are not compliant, we will tell you what you are missing
- From the 19th of May the open-rate incentive will end
- Your weekly VAT Statement, after the 19th May, will reflect your headline commission

Do I need to do anything?

Right now, all you need to do is:

Check your email outlining which items you need to order to be eligible for the cash-back.

Create your Serve password on Monday and check your score!

SESSIONS SCORE | The OPEN RATE INCENTIVE

15th April	Tues	Weds	Thurs	Fri	Sat	Sun
Mon						
22nd April	Tues	Weds	Thurs	Fri	Sat	Sun
Mon						
29th April	Tues	Weds	Thurs	Fri	Sat	Sun
Mon						
6th May	Tues	Weds	Thurs	Fri	Sat	Sun
Mon						
13th May	Tues	Weds	Thurs	Fri	Sat	Sun
Mon						

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