

**Connie Shelton**  
SVP Strategic & National Brands

PRIVATE & CONFIDENTIAL



**Merchant**  
**Centric™**

# What is Merchant Centric

**Increases revenue through...**

- **Online branding**
- **Customer engagement**
- **Consumer analytics that deliver insights and actionable intelligence**





**YOUR  
FEEDBACK  
MATTERS!**

## **How does Merchant Centric help?**

---

- **Optimizes online business listings**
- **Enhances guest-engagement**
- **Spotlights guests feedback to deliver insights so you know where and on what to take action**
- **Provides reporting to share trends and results with your teams**

# Social media is influential



- Optimized online business listings drive more foot traffic to your locations
- A positive reputation detracts consumers from your competition

**55%** of Wetzel's reviews are positive while **65%** of our competitors reviews are positive

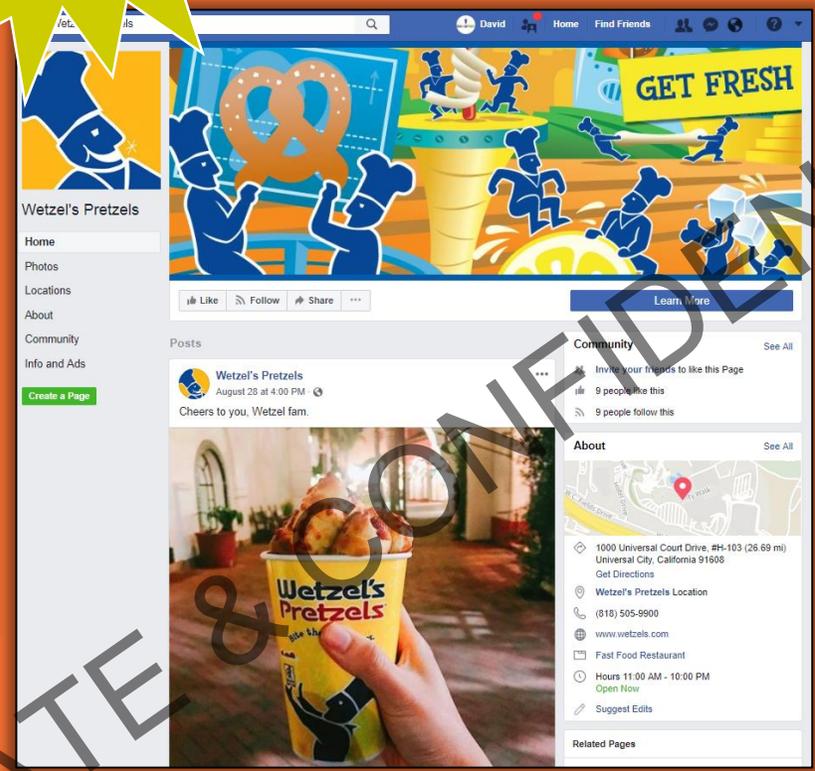
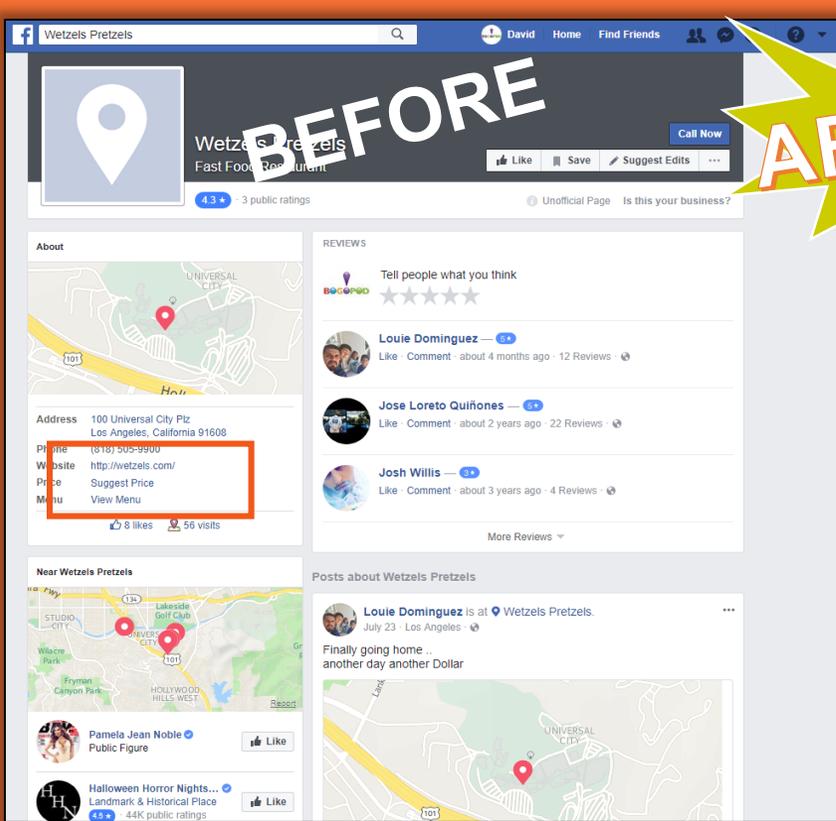


Wetzel's average star-rating is **3.3** while our major competitor's is **3.7**



A **1-star** rating increase can improve sales by **4%-9%**

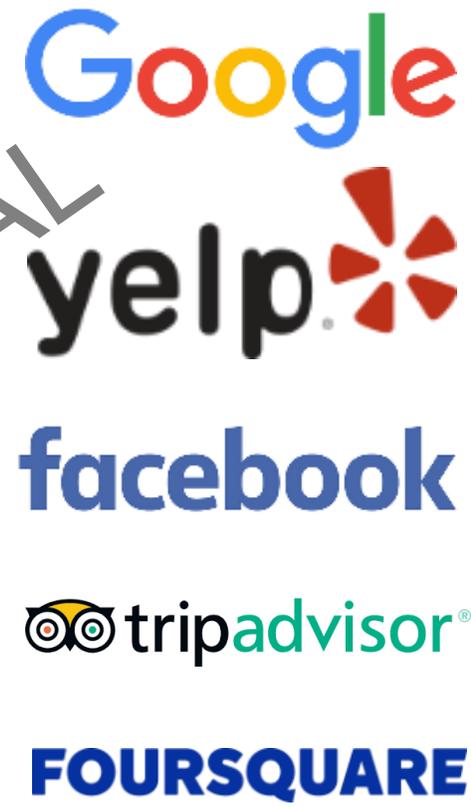




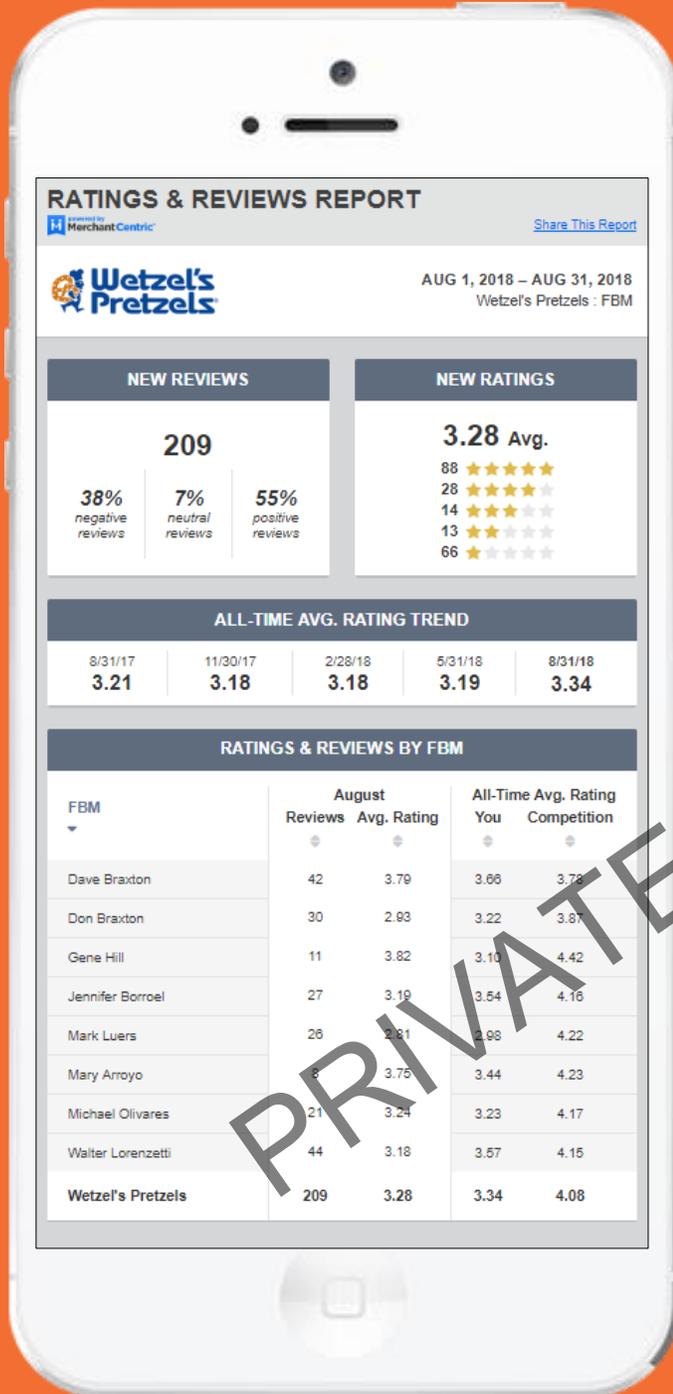
- UNCLAIMED PAGE:**
- Incorrect Address
  - Missing Hours
  - No Branding
  - Missing Photos
  - Cannot Respond to Consumer Reviews
  - Cannot Edit Business Info

(Hours, Description, Categories, Etc.)

**Optimized sites to drive traffic and improve branding**



# Reports help you take action

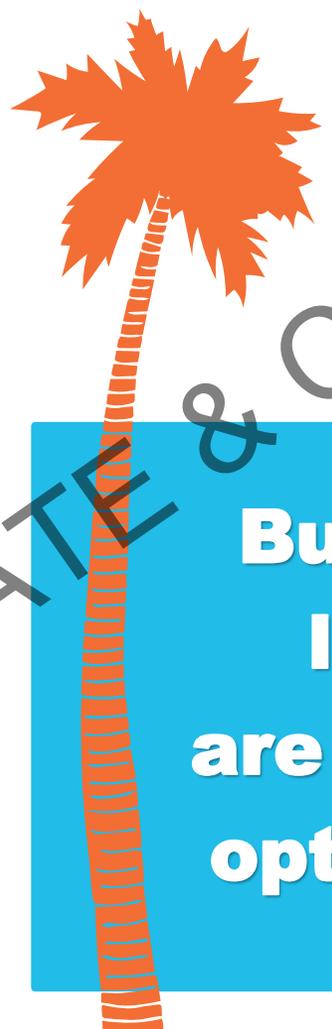


- **Track your star-rating trend**
- **See how your location compares to local competition**
- **Understand themes within the guests feedback that may be impacting sales**
- **Working with FBMs and outside customer service representative to respond to customers and relay information to you**

# Wetzel's Pretzels and Merchant Centric



**Average  
star-rating  
is 3.3 and  
improving**



**Business  
listings  
are brand-  
optimized**



**Customer  
reviews  
can now be  
summarized  
and acted  
upon**

PRIVATE & CONFIDENTIAL



2018 WETZEL'S PRETZELS FRANCHISE CONVENTION