



POSITIVE[®]
CINEMA

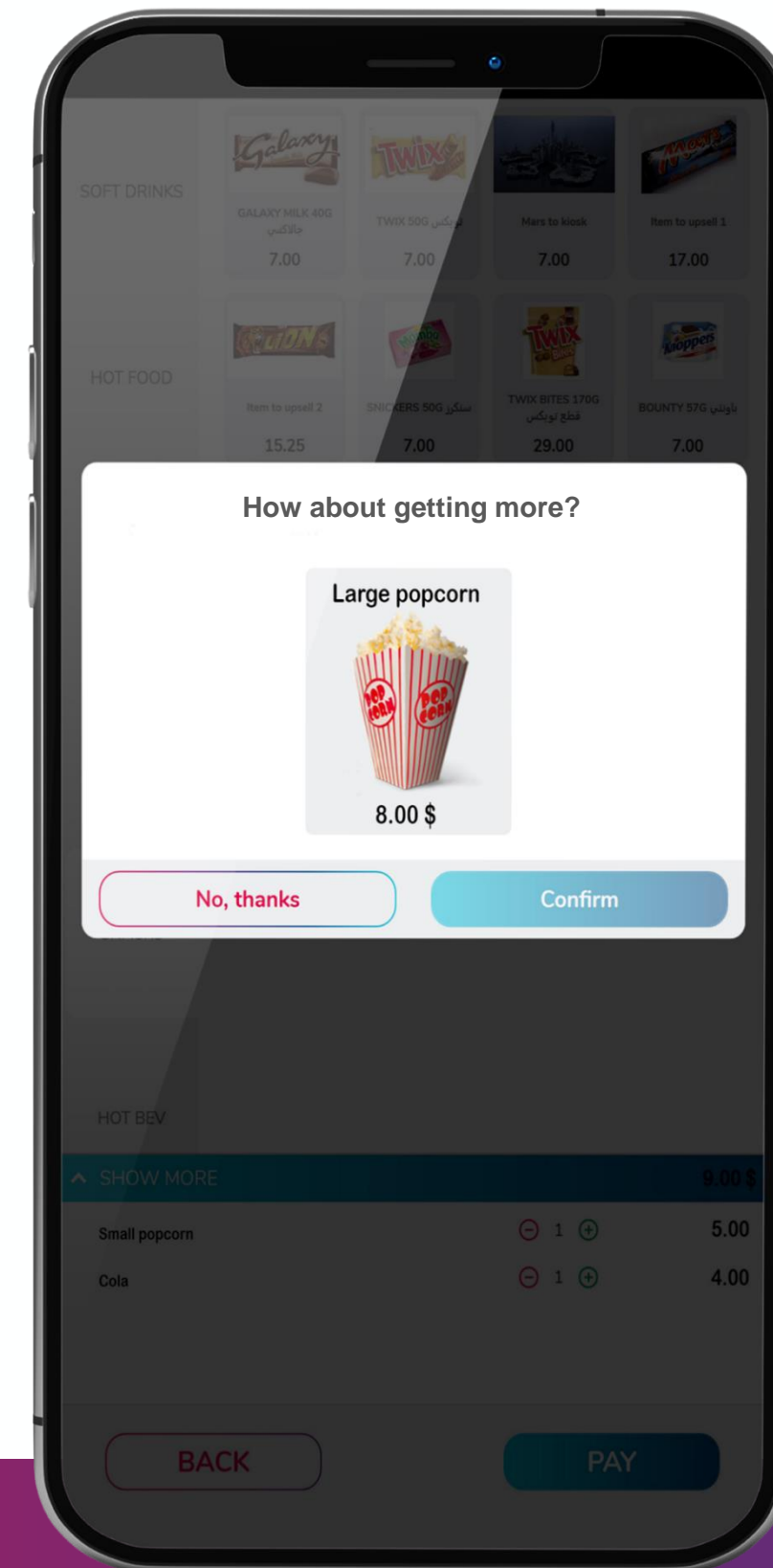
How to

INCREASE

sale and profit?

Up & Cross-Sell

Upselling is an often use sales technique where the customer is invited to purchase other items, upgrades, or other add-ons to generate more revenue. It's often combined with cross-selling to maximize Spend Per Head (SPH) and the cinema income.





Up-selling

suggesting upgrade (bigger / better)



Cross-selling

suggesting additional items

Why do you need this?

If you choose to sell more rather than sell less, you will use the power of these two techniques mainly (but not limited to) with your self-service sales channels such as Kiosks, Mobile App, and the Website.

Check out these facts:

- The customers buy 20% more via digital channels, as well known fast food company research proves.
- With a sense of control and privacy, customers can take their time to customize their order and purchase what they want without the perceived notion that someone is judging their choices.
- Computers will never forget about the upsell and will not be too shy to suggest an upsell.

How upsell and cross-sell can boost your revenue?

POSitive Cinema's solution uses one central database for your entire chain. Using the same database gives endless possibilities for fast and accurate analyzing customer purchasing decisions. This is the way to increase the income, profit, and customer satisfaction.

CUSTOMERS SOMETIMES FORGET WHAT THEY USUALLY BUY.

POSitive Cinema will check individual or group shopping basket and provide the customer with an item that he may have forgotten.

DEPENDING ON THE SETUP, MORE PROFITABLE ITEMS WILL BE SUGGESTED,

instead of those, selected by the customer

IT'S THE PERFECT TOOL FOR THE COSTLESS PROMOTION OF NEW ITEMS.

THE OFFER MAY BE TARGETED AT A CAREFULLY SELECTED CUSTOMER GROUP,

based on their sex, age and others. For the verification, you can use data from the loyalty system or even smart facial recognition done by POSitive KIOSK!

YOU CAN ALSO MAKE THE OFFER BASED ON ADDITIONAL CRITERIA:

- Loyalty cardholder
- Price Level
- Sale channel
- Cinema
- Time frame
- What's in the basket

INDIVIDUAL

1

STANDARD

2

COMBINED

3

SMART KIOSK

4

**Upsell works in
4 modes**

INDIVIDUAL

1

When the customer chooses an item, POSitive Cinema will remind about other item in a way you will define it:

- Suggestion based on customer individual history

STANDARD

2

Your basket



Popcorn

Don't forget to buy




Fanta

COMBINED

3


- Suggestion based on other's purchases history

Your basket



Popcorn

Other bought also



Coke

SMART KIOSK

4

INDIVIDUAL

1

To automatically trigger the offer you will be able to set:



The duration
time



The item or list of items
that must be in the
basket



The target group
according to the defined
age range and gender

COMBINED

3



Sales Channels and
cinemas in which the
offer will be available



Any card and price
level for which the offer
will be available

SMART KIOSK

4

INDIVIDUAL

1

When the customer chooses items, POSitive Cinema will suggest to enlarge or try the new one:

- The same but enlarged item will be offered

STANDARD

2

Your basket

 Popcorn M

 Coke

Upgrade

+1\$



Popcorn XL

COMBINED

3

- A different item will be offered

Your basket

 Popcorn M

 Coke

Try new



Vanilla Coke

SMART KIOSK

4

INDIVIDUAL

1

You will manage your upsell and cross-sell items from one place as easy as possible:



switching on individual upsell and selecting if it is based on client analysis or other's basket analysis



Select the item or the group of items



Decide on quantity

STANDARD

2

COMBINED

3



Set the price



Decide if this item should replace any specific one from the basket or it's an additional product.



You can even choose a specific graphic related to each upsell

SMART KIOSK

4

Once both background operations are performed, combined suggestion will appear to client.

INDIVIDUAL

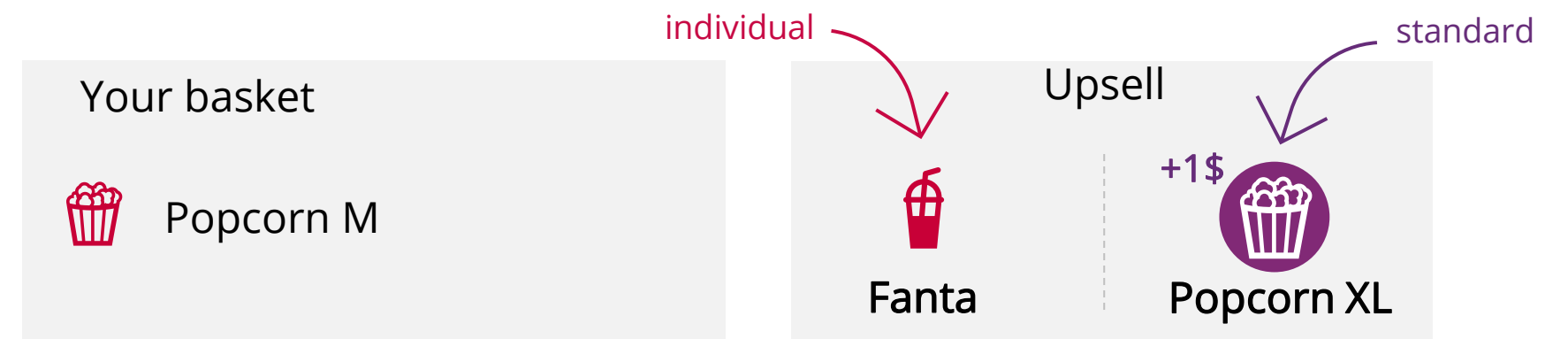
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It is a combination of standard and individual upsell.

- Suggesting an item that the customer might have forgotten (based on individual history) and offering to enlarge the one in the basket

STANDARD

2



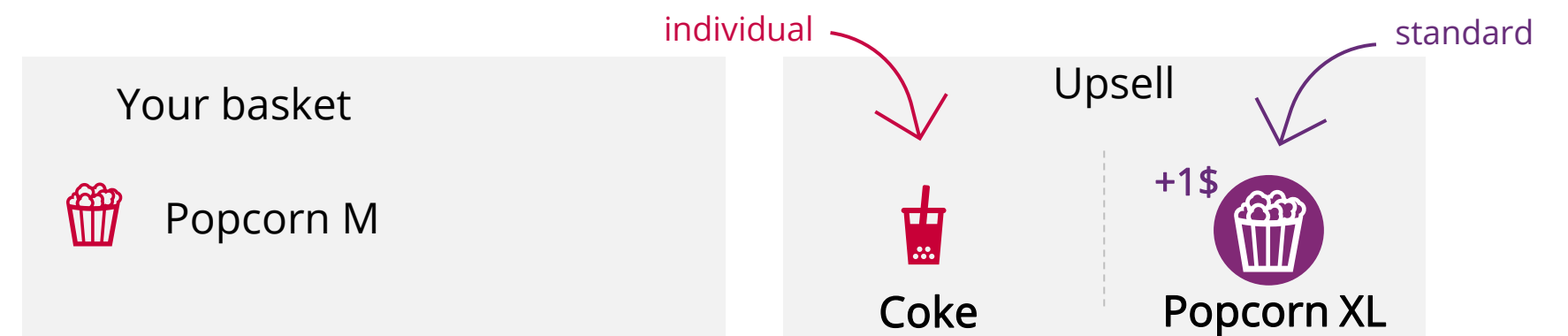
COMBINED

3

- Suggesting the most popular item (based on other's purchases history) and offering to enlarge the one in the basket

SMART KIOSK

4



INDIVIDUAL

1

POSitive Cinema can personalize the offer even for anonymous customer. Smart kiosk will recognize the face of the person standing in front of it and select appropriate items based on their age and gender.

- Female 25 y.

Your basket

 Popcorn M

Upsell


Coke Light

STANDARD



2

- Male 40 y.

Your basket

 Popcorn M

Upsell

 + 
Red Bull Popcorn XL

COMBINED



3

- Male 18 y.

Your basket

 Popcorn M

Upsell

 + 
Coke XL Popcorn XL

SMART KIOSK

4

In depth analysis.



POSitive Cinema provides deep basket analysis to optimize upsell and cross-sell features. After all, you should be able to discover your customer's purchasing patterns and how successful the promotion was. Main features:

most frequent baskets

basket value

basket margin

and others (time period, client, client group, loyalty level, sex, age)

Thank you!



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