

Ping Agent Quick Start Guide



Let's Get Started

Please review and share this [Quick Start Guide](#) document with your team members.

It's a light, 15 minute read that goes over all the things that you need to know for the successful rollout of Ping Agent to your stores.

The Quick Start Guide will cover:

- 1. What is Ping Agent?*
- 2. What to Expect During the Rollout*
- 3. Rollout Checklist*
- 4. Fast Facts*
- 5. Top FAQs*
- 6. Reporting Dashboard Set-Up*

We also encourage you to visit the [Ping Agent Quick Start Online Portal](#) to watch product and training videos.

You can even download a Ping Agent Customer Support Poster, which we encourage you to put up in store to help with the rollout.



1. What is Ping Agent?

Hu+AI Agents Take Calls Out of the Store

Ping Agent is a **dynamic call center solution** that takes orders out of your store, so you can focus on making the perfect meal.

Human **[Hu]** agents handle the most critical aspects of the order process and **[AI]** does the rest. Best of all, Ping Agents are trained to upsell, to maximize profitability and to ensure the best possible experience for your customers.

Ping Agent is already **live in over 2,600 stores** and has been well received by Franchisees all over the US.

Along with a lot of other great videos, you can watch a live Ping Agent Call on the **Quick Start Online Portal** or you can simply click [here](#).



2. What to Expect During the Rollout

On the day of your rollout, your incoming calls will be redirected to Ping Agent. The number of calls in your store should decrease, and your store team members should be able to focus more on production.



Some Calls Will Still Go to the Store!

- Approximately 80% of the new order calls will be handled by Ping Agent.
- Approximately 20% of the calls are “something else calls” and are transferred to the store. The calls can vary from an existing order modification to a customer complaint or compliment.
- This is a cold transfer to the store.



Ping Agents are Professional Order Takers

- They are focused on order taking and have demonstrated a higher average ticket.



Support or Questions

- Our Support Team is here to help.
- If there an issue with a Ping Agent call or agent, please email support@nusutus.com
- Subject Line: Ping Agent/ Store #
- Please provide:
 - Date/time
 - Customer phone number
 - Order number
 - Store #
 - And relevant details
- Every request is important to us as it helps improve our service.

3. Rollout Checklist

To get ready for Ping Agent, please follow the Rollout Checklist.

Directing Calls to Ping Agent and to Your Store

If you are on the NuSutus Business Central system and VoIP (Voice Over IP), our deployment team will provide you with an ADDITIONAL DID. This gives drivers, special customers such as schools, and Ping Agents a way to contact the store directly. This means when the phone rings in the store, it is an important call to answer.

Note: If you have a 3rd party carrier, they need to provide the additional DID to Arria Ping for the reasons mentioned above. The provider will also need to forward your existing published DID to Ping Agent.

Ensure OSIM and your Coupon Waterfall is Up to Date

We pull the top 4 coupons you want to promote as well as other data such as store hours, payment details, etc. from OSIM.

Ensure your “Cash Limit” is set appropriately

We recommend a minimum of \$50. The lower the cash limit the higher the percentage of orders that will need to be transferred to the store.

Ensure your Pulse Order ID has been provided

We need this info for billing.

Review the Fast Facts and Top FAQs with your team

Please see Section 4 on the next page.

Day of Rollout

On the day Ping Agents start taking calls, you will notice a drop in calls, but please still be prepared to take calls as the phone will still ring.

Finally, you will be able to access order details through the Ping Agent Dashboard.

4. Fast Facts



96% of Ping Agent calls are answered in under 3 rings.

With staffing issues, phone calls are often left ringing while team members try to send pizzas out the door. Ping Agent allows you to capture every call before callers hang up and try somewhere else.



On average, we see a 20% increase in the average ticket.

The increase in the average ticket is possible through consistent upselling, not rushing through a call and never down selling a customer. Every Ping Agent is trained to upsell and maximize profitability while ensuring the best customer experience possible.



You will continue to receive calls to the store.

These are the “something else calls” that vary from an existing order modification to a customer complaint or compliment.



Payment is safe and secure.

Customers use a PCI compliant payment capture tool to key in their payment information.



Direct access to the store is easy.

Your store GM has been given a secondary direct line that can be given to your delivery drivers and VIP customers that want to call the store directly. You can also ask a Ping Agent to forward you to the store.



You can digital shoulder surf.

Since Ping Agents use OLO, you can shoulder surf Ping Agent orders alongside your regular OLO orders.



Cost per completed order.

The cost is \$0.99 per completed order in English. \$1.49 per completed order in Spanish.



The working environment is more enjoyable.

One of the most exciting aspects of Ping Agent is that your GM's and team members will have less stress from ringing phones. This is often cited as the most significant difference in stores.

5. Top FAQs

Q1. What are the most frequent reasons for calls going to the store?

Requesting Delivery Status. When Ping Agent recognizes a number that has recently been called and has a pending order, Ping Agent provides an automatic update (IE, your pizza is currently out for delivery).

A call before or after store hours. Ping Agents are only scheduled to answer calls during store hours.

A general inquiry that is not related to placing a pizza order.

Q2. What are the most frequent reasons for an incomplete order?

Orders over 10 pizzas - large orders go to the store to provide more exact delivery times.

Customer makes a special request that we cannot fulfil - examples include:

- Double cooked chicken wings
- No sauce on pasta

Unable to checkout - examples include:

- Customer wants to pay cash, but the cash limit is too low
- Customer wants to use store credit
- Customer wants to use unsupported payment method
- Error on the website
- Credit card payment failure on the site

Non-deliverable address - customer address registers as non-deliverable on OLO.

Website error - prevents an order from being taken.

Future order - a customer wants to place a future order, but OSIM is set to not allow a future date to be processed and the website will not allow it.

Q3. What happens if I disable OLO?

Once OLO is disabled, Ping Agents will no longer be able to take any orders. This can take 15 - 20 minutes to take effect, so during that time, you may continue to receive both traditional OLO orders and also orders from the Ping Agent system.

Q4. What if I don't want to promote a coupon?

In your coupon waterfall, simply put the coupon in the last spot on the coupon page.

For example, if you put the \$7.99 National Carryout special coupon in the last spot on the coupon page, then Ping Agents are trained to advise a customer that the special they are asking for is available only if they order online and cannot be honored over the phone. They will then suggest a different coupon from the top 4 listed coupons to the customer.

Q5. How Can I Get Access to Ping Agent Dashboard Reporting?

Look for an email from no-reply@ping.arria.com with your temporary login credentials and follow the instructions to login and create a permanent password. Or email support@nusutus.com for help.

Q6. How will Ping Agents know store specific information?

Ping Agents use the information set with OSIM for store specific information, such as store hours, payment details and location directions, so it's never been more important to keep OSIM up to date.

Also, please make sure to add location details and notes such as local landmarks to your store profile's **Additional Location Description** as it is very helpful for Ping Agents who are coordinating the pickup of carryout for your customers.

Q7. How Does Billing work?

Your billing begins from the 1st order we process and is \$0.99 per completed order for English and \$1.49 per completed order in Spanish.

We don't charge for orders that don't get processed and billing occurs bi-monthly.

Note, you may see charges for orders taken for a store not live on Ping Agent. The reason for this is that from time to time, a customer will call your live store to place an order; however, the zip code they reside in is not associated with the live store they've called. Rather than requesting the customer to place another call to the store located in their vicinity, we will process the order for the "non-live" store to ensure the customer has a good service experience.

Attached, you will find a sample of a bill.

Ping Agent Billing - Sample Invoice

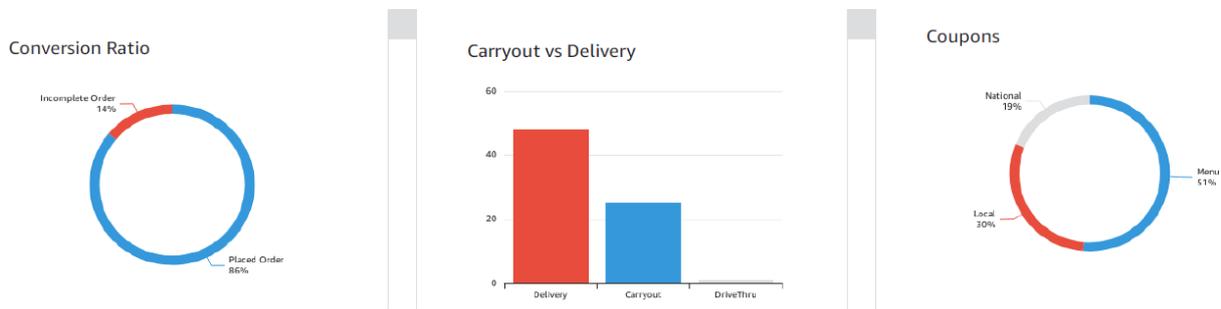
		PING AGENT LIVE CONSOLIDATED INVOICE													
Arria NuSutus Inc Business Identifier: 85-2991809 67 East Park Place, 9th Floor Morristown, NJ 07960 USA +1 (865) 211-1301 accounting@nusutus.com		<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">CONSOLIDATED INVOICE #</th> <th style="text-align: center;">DATE</th> <th style="text-align: center;">TERMS</th> <th style="text-align: center;">DUE DATE</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">CL_15034</td> <td style="text-align: center;">15-Feb-2022</td> <td style="text-align: center;">Due Upon Receipt</td> <td style="text-align: center;">15-Feb-2022</td> </tr> </tbody> </table>				CONSOLIDATED INVOICE #	DATE	TERMS	DUE DATE	CL_15034	15-Feb-2022	Due Upon Receipt	15-Feb-2022		
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CL_15034	15-Feb-2022	Due Upon Receipt	15-Feb-2022												
BILL TO: Pizza Company LLC 1234 Main Street Smallville CA 90210 US															
Ping Agent Live Consolidated Invoice Details: 15-Feb-2022															
Customer	Invoice #	Item #	Item Description	# of Orders	Rate	Tax	Amount								
Domino's Store 1701	INV130643	200101	Ping Agent Live	43	0.99	0.00	42.57								
						Subtotal:	42.57								
Domino's Store 1702	INV130644	200101	Ping Agent Live	403	0.99	0.00	398.97								
						Subtotal:	398.97								
Domino's Store 1703	INV130646	200101	Ping Agent Live	15	0.99	0.00	14.85								
						Subtotal:	14.85								
Domino's Store 1704	INV130647	200101	Ping Agent Live	1	0.99	0.00	0.99								
						Subtotal:	0.99								
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Subtotal:	457.38														
Tax:	0.00														
Amount Paid:	0.00														
Total:	\$457.38														
Ping Agent Live Service is invoiced twice per month for the following service periods:															
<ul style="list-style-type: none"> • 1st – 15th of the month • 16th – end of the month 															
Thank you for your business. If you have any questions about this Consolidated Invoice or want to set up automatic payment and have not done so, please contact us at accounting@nusutus.com or call 1-855-211-1301 Ext 3.															



6. Reporting Dashboard Set-Up

Introduction

- The Ping Agent Reporting Dashboard enables you to see all of your stores' Ping Agent data in one central location.



- It is a central hub to see how your stores are performing in real-time, day to day, so that you can optimize business and uncover sales trends.
- The dashboard is continually being improved and new features are released every few months.
- If you have any suggestions, please bring these up with your Account Manager.

Login Instructions

- Look for an email from no-reply@ping.arria.com with your temporary login credentials and follow the instructions to login and create a permanent password. Or email support@nusutus.com for help.

Tips and Tricks

Confirm the number of live stores

- It's important to confirm that the number of live stores is correct and that no stores are missing.
- If you see more stores than you currently have live, that is because a customer called into a live store but requested a delivery into one of your non-live stores.

Make sure to use the correct dates and settings

- On the top left-hand corner, you will see the dates, stores and franchise that you are currently viewing. The Ping Agent dashboard saves historical views from your last login. It's important to remove any historical dates or views.
- Ensure the dates are current, and reflect the correct period, not the dates from your last login. Check there are no specific store numbers selected and the store option says "All"
- To remove all selected stores and any pre-saved views, hover your mouse beside the store number and you should see three dots appear on the right-hand side. Click the dots and hit "Reset". This will reset the store numbers and all views.

Review stores with higher incomplete order ratios

- By reviewing store by store metrics, like conversion ratios and carry out vs delivery, you can look for outliers and trends.
- Click on all the different stores and review each store for higher incomplete order ratios.
- On average, less than 10% of orders are incomplete, so anything higher than that is something to investigate.
- Often times, there could be a setting like a cash limit or potentially an OLO setting that is causing higher than expected incomplete order ratios.