



National Online Cake Ordering

ColdStoneCakes.com

Access related resources on Creamery Connection at:
[Store Operations / Marketing / National Marketing / Online Cake Ordering – coldstonecakes.com](#)



<p>Overview <i>Online Cake Ordering services are provided by our partners at OLO</i></p>	<p>With the national launch of coldstonecakes.com, customers will be able to order our delicious cakes, pies, cupcakes and cookies online. That means that stores will be able to receive orders (with at least a 24-hour advance notice) at any time of day — even when stores are closed or crew members are busy with customers. Making this process easy and convenient will mean more cake customers and more frequent orders.</p>
<p>Participation Required in this National Program</p>	<p>Each store will have a customized menu page with their store offerings and information. “Store offerings” will reflect one of two levels of participation:</p> <ul style="list-style-type: none"> • REQUIRED PRODUCTS Stores are required to participate at this level. Their online menu will consist only of required products (required Signature Cakes, Cookies & Cupcakes). The only customization available to customers under this program will be a customized message on their cakes. • REQUIRED & CUSTOM PRODUCTS Stores will offer required products and additionally will offer customers the ability to customize their cake/pie/cookie/cupcake order, choosing what flavor ice cream, mix-ins, cake, frosting, etc.
<p>Ordering Process</p>	<p>The ordering process is reviewed in detail on the webinar and in the training materials that will be posted on Creamery Connection, but here is a quick overview:</p> <ol style="list-style-type: none"> 1. CUSTOMERS ORDER Customers log on to coldstonecakes.com to find their favorite store, order product, choose a pick up time and pay online with a credit card. 2. ORDER DELIVERED TO STORE That order is emailed to and confirmed by the store owner or manager (stores will make this determination during the Activation Process). Orders can also be looked up on the online Dashboard. Stores will print out orders and place them with their cake orders. 3. PICK UP The customer asks for their order at the register, using either their name or order number as reference (no printed confirmation is needed). Since the order is prepaid online, they will not submit any payment; however, the order must still be rung in the POS to keep the store’s sales accurate. This is done by ringing up the cake as usual but using the ONLINE CAKES tender key for payment. The customer will not need a receipt, as their payment receipt has been emailed to them.
<p>POS Ringing <i>Updated Cash Control Sheets for SMP/MWS include a line for Online Cake Tender</i></p>	<p>Orders are charged to the customer’s credit card by OLO at the time the order is placed. When cakes (or other online products) are picked up, stores ring up sale using the ONLINE CAKES tender key (customer will not be charged again, but cake sales will be recorded). Access detailed POS ringing instructions on the “Here’s How to Support Online Cake Ordering” resource on Creamery Connection. Cold Stone will conduct periodic audits of store sales by ONLINE CAKES tender key.</p>



National Online Cake Ordering *Cont'd...*

Resources to Support Program Rollout

Our partners at OLO are committed to helping with any technical support (help@olo.com)

Program Introduction Webinar – Recorded webinar introducing the program, reviewing order process in detail and reviewing Activation Process steps (access link on Creamery Connection at [Store Operations / Marketing / National Marketing / Online Cake Ordering – coldstonecakes.com](#)).

Creamery Connection – All materials will be posted on Creamery Connection to help you through the roll out and ongoing program ([Store Operations / Marketing / National Marketing / Online Cake Ordering – coldstonecakes.com](#)).

- Program Fact Sheet (this document)
- OLO Operator Guide – OLO Online Dashboard (Store Info, Reports, Look-ups, Refunds), FAQs
- Here's How to Activate ColdStoneCakes.com for Your Store
- Here's How to Support Online Cake Ordering
- Cash Control Sheets

BAM materials – BAM materials for use to promote online cake ordering.

Area Developers – Your Area Developer has been trained on online ordering procedures and should be your first resource for any questions not answered in the provided materials.

Billing Terms & Fee Structure

*Includes all sales, voided sales, and refund transactions

**First account order at vendor being charged; one-time per user account fee covers all new user setup costs including new card gateway fee & authorization, PCI-compliant card-on-file fee, future card updates, and card removals

OPTION A:

Direct to Flat Monthly Fee (\$60/month)

Stores will pay a \$250 start-up cost to begin with the flat monthly fee. Franchisee will pay a \$60/month flat fee for unlimited online transactions.

OPTION B:

Percentage of Sales (10% of Sales) into \$60/month flat fee

Franchisee will begin with a fee of 10% of product sub-total on each online transaction.

Once high volume level is achieved (monthly sales for the prior month exceed \$1,500), stores will move permanently to flat monthly fee. Franchisee will pay a \$60/month flat fee for unlimited online transactions.

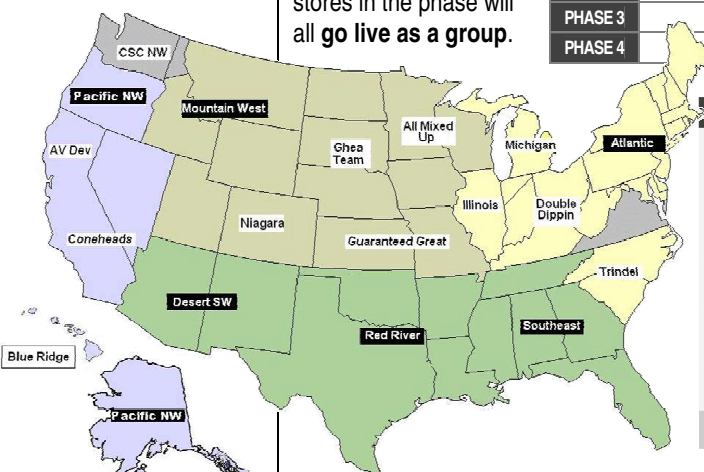
Additional Fees (apply to both options)

Visa/MC Sales Charges.....	2.5% of Visa/MC Total Sales
Amex/Discover Sales Charges....	3.5% of Amex/Discover Total Sales
Online Transaction Fee.....	\$0.25/transaction*
New User Fee.....	\$0.35/new user **
Statement Fee.....	\$0.50/per each statement
Chargeback Fee.....	Franchisee responsible for chargeback fees and losses if a customer disputes a credit card transaction

Four-phase National Launch Timeline

At the launch of each phase, your AD will provide links to access a **webinar** and the **activation process**, during which you will indicate menu items, store information and bank information. Stores will have **1 week** to view the webinar and **2 weeks** to complete the activation process. The stores in the phase will **all go live as a group**.

Week of	2/28	3/7	3/14	3/21	3/28	4/4	4/11	4/18	4/25	5/2
PHASE 1	WEBINAR	ACTIVATION	LIVE							
PHASE 2			WEBINAR	ACTIVATION	LIVE					
PHASE 3					WEBINAR	ACTIVATION	LIVE			
PHASE 4							WEBINAR	ACTIVATION	LIVE	



AD Territories Kahala Territories
 Phase 1 Phase 2 Phase 3 Phase 4
 Areas in GREY launched during the test phase.

	PHASE 1	PHASE 2	PHASE 3	PHASE 4
AD Teams	Atlantic Double Dippin' Illinois Michigan Trindel	All Mixed Up Ghea Team Guaranteed Great Mountain West Niagara	Desert Southwest Red River Southeast	AV Development Coneheads Pacific Northwest Blue Ridge
Watch Webinar	3/6	3/20	4/3	4/17
Activation	3/20	4/3	4/17	5/1
LIVE	3/21	4/4	4/18	5/2

LAUNCH COMPLETE • ALL STORES LIVE BY 5/2

