



PROGRAM DEPLOYMENT CHECKLIST

ONLINE CAKE ORDERING

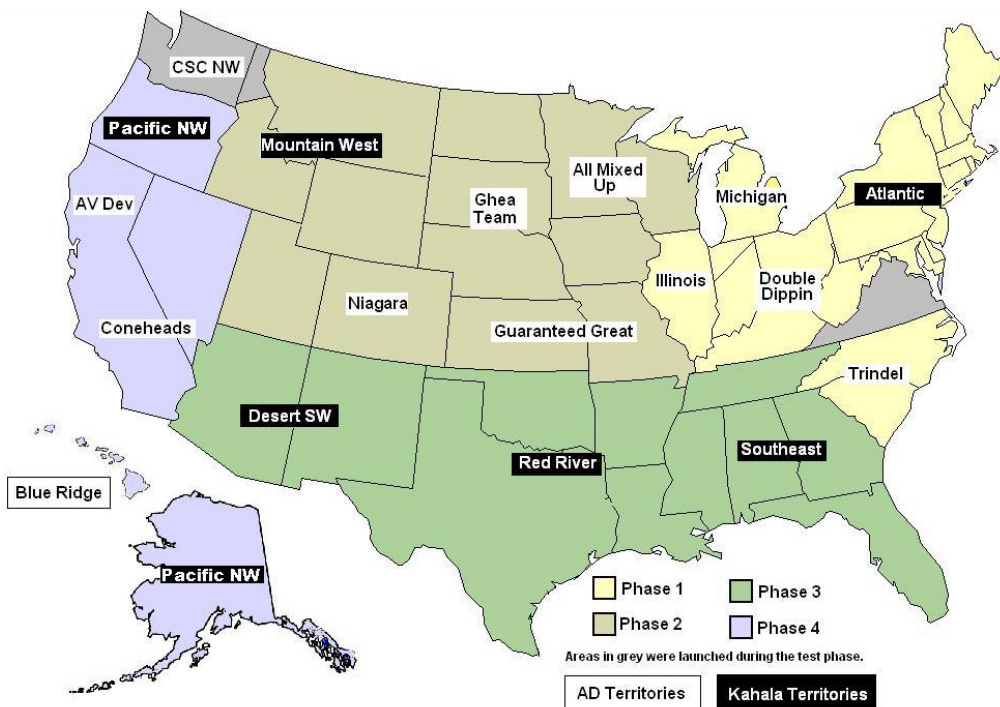
Deployment Schedule

Getting the entire Cold Stone Creamery system live with www.coldstonecakes.com is a process that will take several weeks. To ensure our team and OLO, our partner who created www.coldstonecakes.com, can provide the best support for stores throughout the process we have divided the country into four regions, or "Phases," that will all launch the program at the same time. See below for the breakdown of groups and timing assigned to each Phase.

Which Phase is your store in? _____

| PHASE 1 | PHASE 2 | PHASE 3 | PHASE 4 |
|---|---|--|--|
| 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 Due: 3/6 | Watch Webinar Due: 3/20 | Watch Webinar Due: 4/3 | Watch Webinar Due: 4/17 |
| Activation Due: 3/20 | Activation Due: 4/3 | Activation Due: 4/17 | Activation Due: 5/1 |
| LIVE: 3/21 | LIVE: 4/4 | LIVE: 4/18 | LIVE: 5/2 |

LAUNCH COMPLETE • ALL STORES LIVE BY 5/2





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(Optional): **Kick-Off Conference Call with AD/RDO Team** on _____ at ____:_____

Check with your Area Developer or RDO to see if there is a conference call scheduled for your market. Call times & dates will vary by region.

STEP 1: WATCH PROGRAM OVERVIEW WEBINAR BY: _____ (SEE DEPLOYMENT SCHEDULE FOR DATES)

Visit www.ColdStoneWebinar.com to view the webinar. This webinar has been pre-recorded so that you can watch it at your convenience. Although this allows you the flexibility to watch the video whenever best fits your schedule, we ask that every franchisee/manager watch the video during the week designated for your market as outlined on the Deployment Schedule by Region below—this will allow the region-by-region launch of the program to remain on schedule as we get the entire system online.

STEP 2: DOWNLOAD ALL PROGRAM MATERIALS FROM CREAMERY CONNECTION

[Store Operations / Marketing / National Marketing / Online Cake Ordering – ColdStoneCakes.com](#)

Program Fact Sheet – This document provides a general overview of the program. It will give franchisees a snapshot look at the program rollout, billing structure and ordering process.

Here's How: Activation Process Checklist – This *Here's How* provides a step-by-step guide of how to create an account with OLO, entering store-specific details such as prices and menu items and how to get this information approved & live on www.coldstonecakes.com

Here's How: Support Online Cake Ordering – This *Here's How* document outlines the detail of how orders should be processed at the store level including: receiving & building the orders, cash control process adjustments, customer pickup & POS ringing instructions, as well as how to handle additional sales or unhappy customers.

Cold Stone Cakes Operator Guide – This technical guide was created by the OLO team and offers a detailed explanation (with screen shots) of several technical elements of the system including: Logging In, Accepting/Cancelling Orders, Settings, Orders, Reports. This comprehensive document also includes an FAQ.

Cash Control Sheets – Updated forms to be used in-store for reconciling cash drawers. These new versions include a line item that will deduct the daily online cake sales that were picked up by customers from the required cash amount.

Sample Cake Order Forms – Example documents of what an online cake order sent to stores will look like that can be used for crew training.

STEP 3: COMPLETE ACTIVATION PROCESS BY: _____ (SEE DEPLOYMENT SCHEDULE FOR DATES)

Using the **Activation Process Checklist** (*downloaded in Step 2*) complete all steps including:

- Complete Activation Forms
- Log on to Dashboard & Begin Activation Checklist
- Update Menu Pricing & Product Availability
- Place, Confirm & Refund a Test Order
- Request Approval to go Public

STEP 4: CREW TRAINING (ONE WEEK PRIOR TO LAUNCH)

Host a Crew Meeting

Crew Training Topics

- How to receive orders: Who is responsible for checking the website
- How to ring transactions on the POS
- How to ring additional items not included in online transaction (e.g. customer gets an ice cream when picking up their cake)
- Role Play: What if something is wrong with a customers order?
- Provide suggestions for how to promote the new www.coldstonecakes.com website with customers as part of Stone Talk
- Updated Cash Control procedures (i.e. new line item on Cash Control form to deduct online cake sales from required cash).

Post in Back Room: Here's How: Support Online Cake Ordering (*downloaded in Step 2*)

STEP 5: GO LIVE & BEGIN ACCEPTING ORDERS ON: _____ (SEE DEPLOYMENT SCHEDULE FOR DATES)