

NEWSLETTER

Industry News • Front Story • Best Practice • Autopilot Launch

Industry News

Convenience vs. Price
(Tap To Read)

What makes a grocery store?
(Tap to Read)

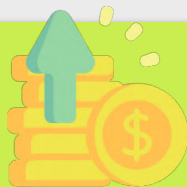
Nearly 1/5 plan bigger grocery spending in 2024
(Tap to Read)

NY Bill: Seniors to Get Auto-Discounts with Digital Coupons
(Tap to Read)

Grocers' AI Insights Unveiled
(Tap to Read)

What Exactly Is Value to Today's Shoppers?
(Tap to Read)

Insights



Nearly one in five plan bigger grocery spend in 2024



Front Story

RSA America is proud to celebrate our 10th Year Anniversary and are grateful to our customers for the support you have demonstrated throughout the years!

Read about our RSA America co-founders- Rob Belcore, Ravi Achanta, and Rao Achanta reflect on the journey and foresee the future of RSA.



TAP HERE TO READ OUR FEATURE ON GROCERY DIVE



Heritage Grocers Launches Autopilot at the NGA Show 2024

Please tap on the link below to learn more about Autopilot and how it enables grocers to push actionable insights from their data, facilitating targeted marketing initiatives and a wide understanding of consumer behavior by being powered by AI/ML Autopilot.

Read Here - <https://www.grocerydive.com/press-release/20240307-rsa-america-to-launch-autopilot-revolutionizing-big-data-for-independent-g-i/>

We are also proud to be featured in **Supermarket News!**

Read Here - <https://www.supermarketnews.com/technology/heritage-grocers-adopts-ai-powered-autopilot-tech>

Best Practice

By **Mark Osborne** | VP Retail Execution, RSA America



Dear Valued Customers,

We are proud to share some insights on operational excellence in flash sales with you in our RSA America Monthly Customer Newsletter! If you have anything you would like to share, please forward it to your RSA America Account Manager.

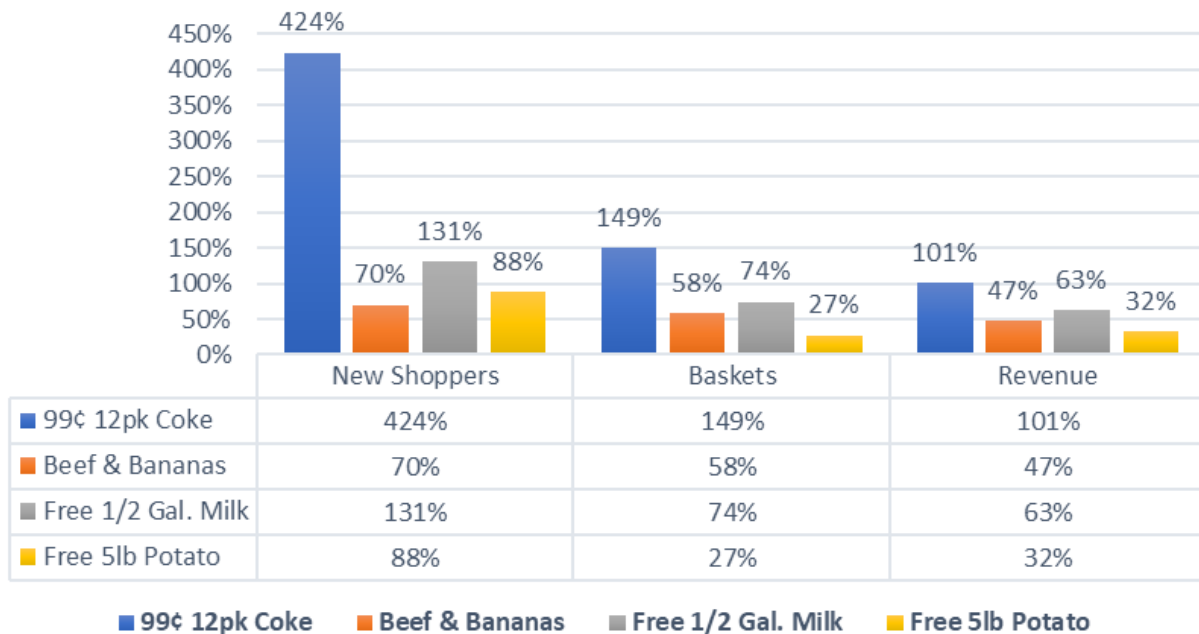
Operational Excellence in Flash Sales

RSA America worked with one of our retailers and conducted a number of One Day Flash Sales across categories and achieved some significant results across gaining new customers, increases in basket value, sales revenue and redemptions!

Flash Sales are easy to implement yet can demonstrate extraordinary lifts! If you would like further information about this type of offer, please contact your Account Manager.



Operational Excellence Flash Sales Percentage Increase



Are You Changing Your Digital Technology Provider?

If you are in the situation of being influenced to change your technology provider, why not take control and decide for yourself! After-all as a business owner, you know your business more than anyone else! Do your due diligence to ensure the new application will be successful for your stores and, most importantly, for your shoppers!

Ask the Digital Provider for Validation:

- Ask for customer references and contact them, and learn not only the how the solution is functioning for them, but also any issues, customer support responsiveness, training, onboarding, sales uplifts and redemption rates.

- Ask for them to share customer testimonials and case studies

Do a Shopper Survey:

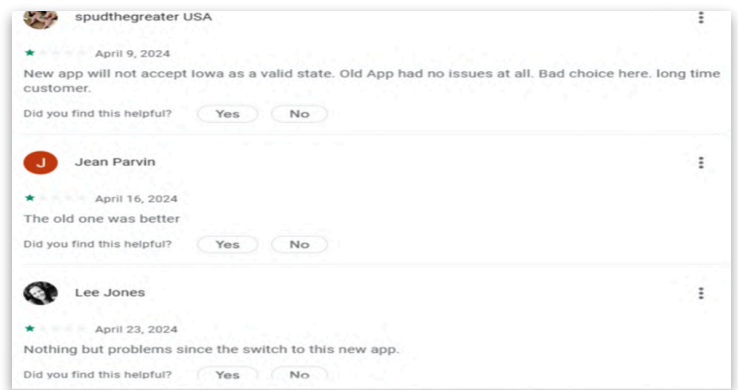
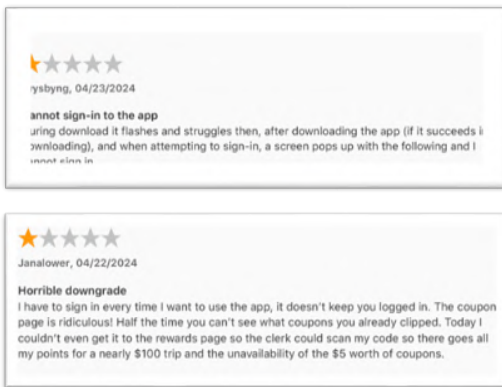
- Check out other retailers you are familiar with and search on Apple App Store and Google Play Store reviews, Yelp for the shopper reviews of the loyalty apps

A word of warning :

Below are recent examples of a grocer who left a technology provider and is faced with disappointed shoppers since the application is not meeting the expectations set by the previous application. You can feel the frustration their customers are having using the new application.

Apple App Store Reviews

Google Play Store Reviews



Support Structure:

Got questions? We've got answers! At RSA America, your satisfaction is our priority.

Reach out to your dedicated Account Managers Monday through Friday, 8:30 AM to 5:00 PM (CST) for assistance. Need help outside those hours? No worries! Our Support Team is here for you at support@rsaamerica.com.

For marketing inquiries, contact our Marketing Team at marketing@rsaamerica.com for weekly ad-related questions, contact our Weekly Ad Team at weeklyads@rsaamerica.com. We're here to serve you!

