

## A message from Hifyre:

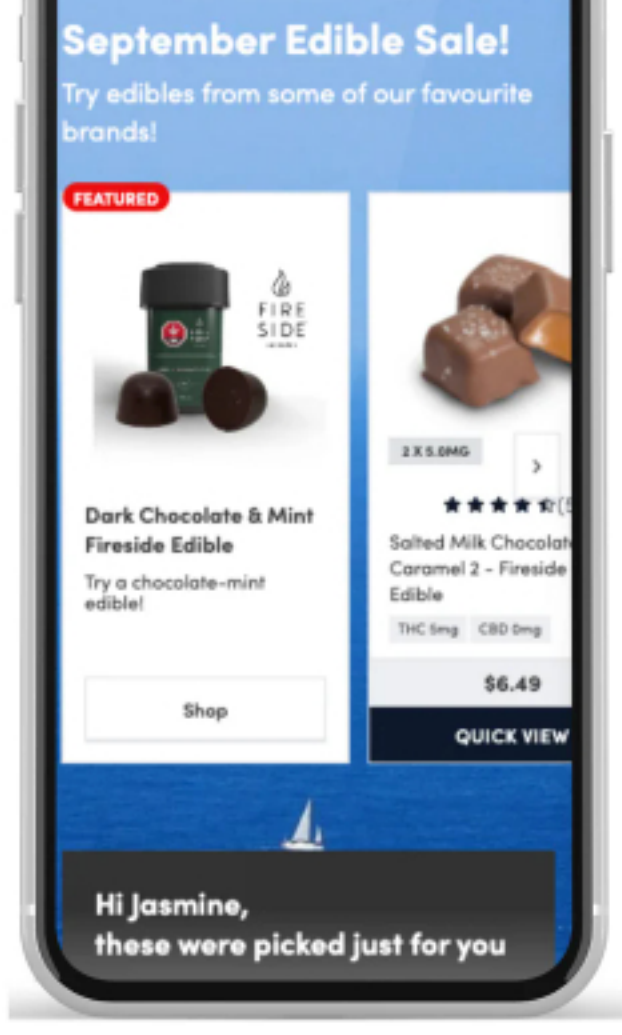
*Hi there! We know it's been a while since our last edition of updates, but we're excited to be back with some exciting features, and plan to restart the regular cadence of monthly updates.*

This past year, we've been working hard to bring you and our customers big enhancements, including the launch of Spark Rewards, an integration into a second POS—Greenline, and the rollout of our B2B Open Fields Portal. But that's not all—we've also introduced new features that may have been missed in the excitement of the larger rollouts... This month's update will include features not just from September, but also from earlier this year.

## 🚀 What's New?

### Feature 1: New Product Carousel for E-commerce Websites!

We're excited to announce the addition of a **Product Carousel** to our landing page, designed to feature products from licensed producer takeovers, specials and promotions! This new feature will place products in direct view for customers upon entry onto our e-commerce sites.

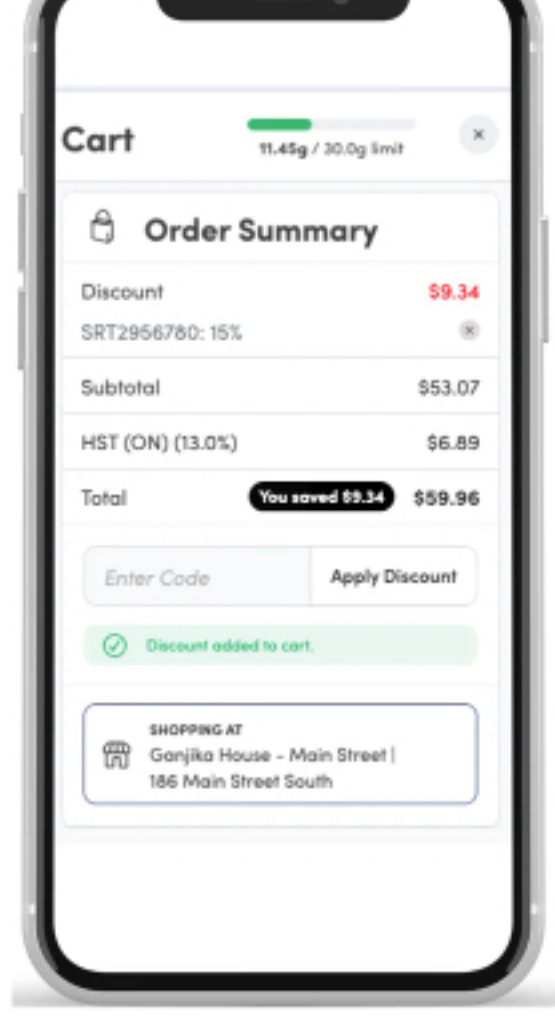
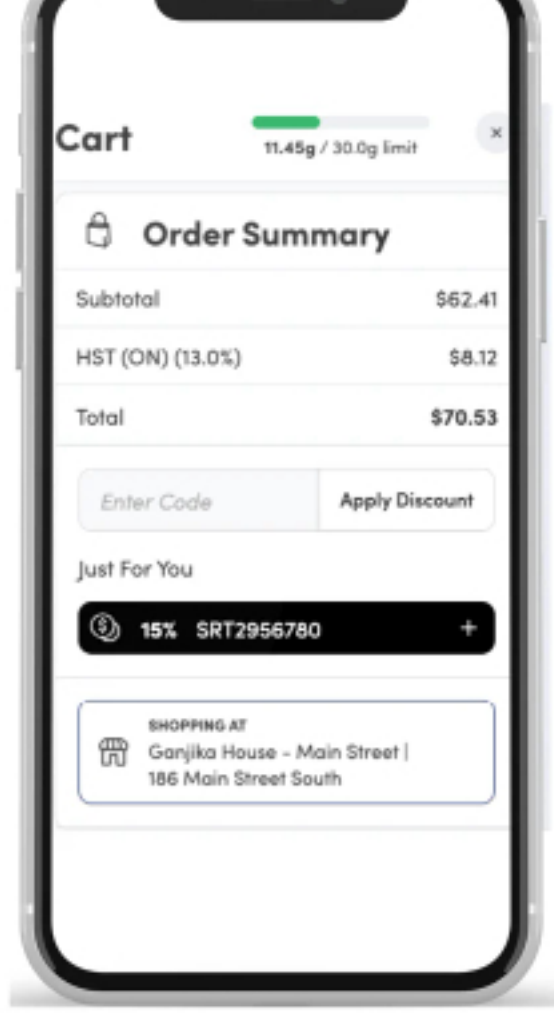


Within Website Manager's Hero Banner settings, the marketing team now has the option to set a product carousel.

### Feature 2: One-Click to Apply Available Discounts

We've made it very easy to **apply available discounts** within a shopping cart with one click! A list of available discounts is displayed to the customer when checking out, keeping a customer in their cart, and in the checkout flow rather than exiting to search for a discount!

Sign in to your account, and check out on any of our banner's e-commerce sites. Available discounts will display and can be applied to your order with one click.



### Feature 3: Enhanced Delivery Management

We have enhanced our abilities to set up delivery within Shop Manager! We now have the abilities to:

- Set delivery time slots per day (multi-select days are available).
- Set a shop's delivery cut-off time - Customers will see current day and next day delivery time slots.
- Set the max number of deliveries per time slot.
- Set available delivery parameters: Delivery only available after minimum spend, delivery flat fee, and free delivery threshold.

### Feature 4: Clienteling Advantage

Numerous enhancements have been made to the Clienteling module to enhance workflow for both in-store and customer support teams.

- Customer invoices now include orders from all banners whether created in-store or online. This allows for a quick glance to see if the customer cross-shops at our stores and banners. Note that these invoices are now also accessible to customers, on their account profile.
- Information on a customer's discount use is now easily digestible to help with support issues.
- Marketing communication types are now visible with the ability to enable/disable emails or SMS notifications.
- For stores with delivery, the ability to view all delivery orders in isolation of other orders is now available for ease of tracking.

### Feature 5: Cost Savings for Transactional Emails

We've created major cost savings by moving all transactional emails off of Adobe Campaign which was costly and lacking flexibility. Hifyre now manages all transactional emails, which saves money and allows for ease of adding new banners to existing email templates, such as sign up, order confirmation etc.

## 🔧 Improvements

### Feature 1: Streamlined Guest Checkout Flow

We've made significant enhancements to the guest (not signed in) checkout flow, ensuring a faster and smoother experience for those who prefer to checkout without an account.

- Instead of directing guests to the sign-in page which can result in cart abandonment, guests flow to the checkout page where they can select to sign in/up or enter a name for a non-member checkout.
- After a guest completes their order, they can fill out the remaining email and password fields to become a member of Spark Rewards. If an account is completed at this time, we will also link their profile to the completed order.

This improvement optimizes the e-commerce funnel, reduces customer bounce rates and promotes new member sign-ups.

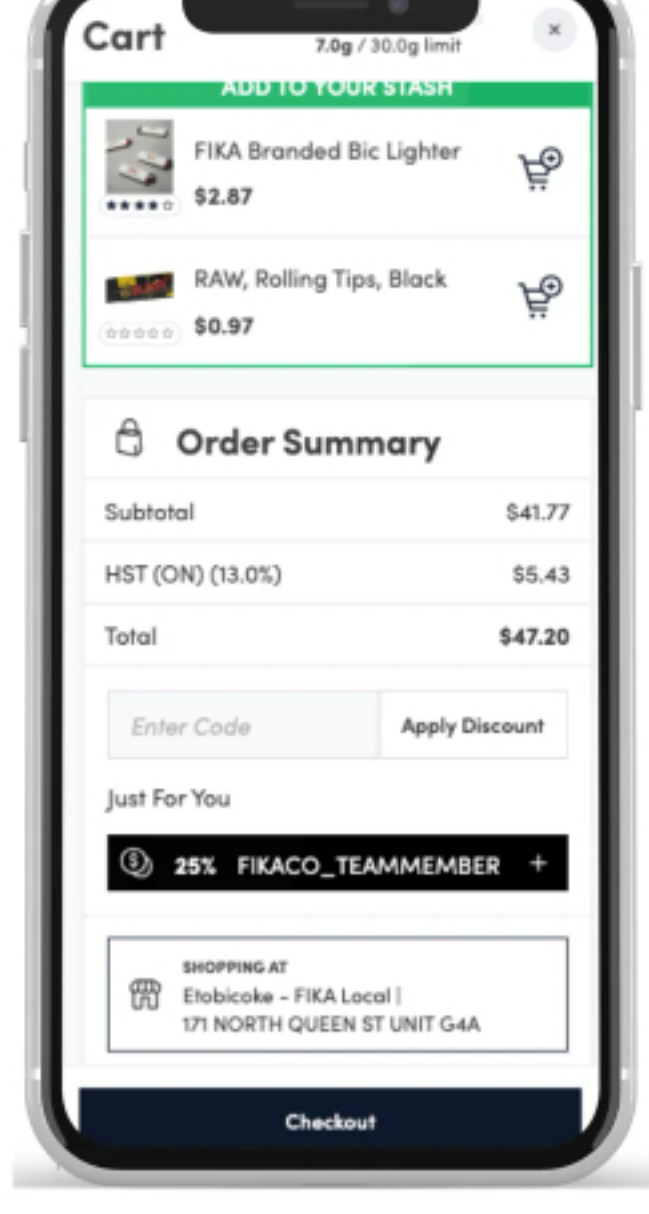
### Feature 2: Enhanced Page Speed & Smoother Browsing!

We've supercharged the customer's browsing experience by improving the layout of e-commerce websites and overall page speed performance. Now, interactions will be faster, smoother, and more reliable across the board.

## ➡️ What's Coming Next?

### Upcoming Feature 1: Online Enterprise Employee Discount

We're excited to announce that soon we'll be rolling out the ability to use your Enterprise Employee Discount online! Simply apply your employee discount to your cart. The Enterprise Team Member Discount Program gives all active Fika Company team members the ability to take advantage of their 25% off regular priced cannabis and 25% off regular priced accessories (no cap) at any of the Fika Company banners.



### Upcoming Feature 2: Apple Pay for iOS Mobile App

We're excited to announce that Apple Pay is coming soon to our iOS app, making our customers checkout process faster, and easier! Apple Pay is also a highly secure method of payment, reducing risk and possibility of chargebacks.

## 💬 We'd Love Your Feedback!

We're always striving to improve, and your feedback is crucial. Let us know what you think about this update, or suggest features you'd like to see in the future.

Reach out to Christina or Jasmine, or use our [feedback form!](#)