



HungerRush 360

Marketing Dashboard

ONBOARDING & VERIFICATION



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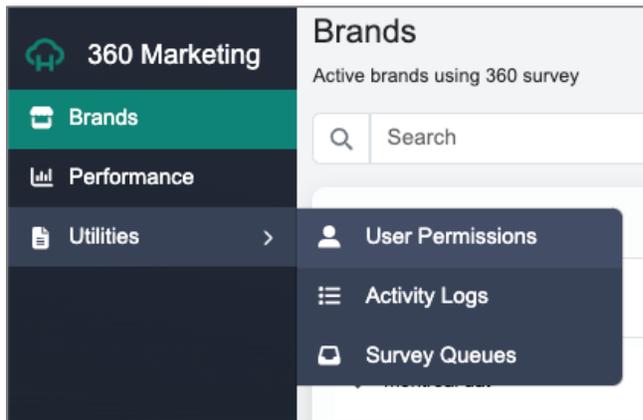
Add New Users & Account Verification

Add New User

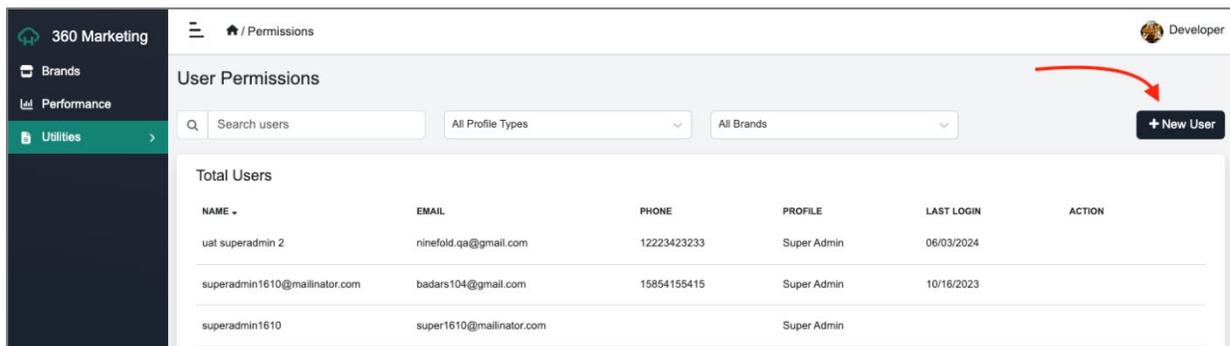
Please Note: This process is for adding and verifying newly onboarded users.

The following steps detail the process for a User logged in as a Brand Admin. These steps are similar for all other user levels; however, the associated permission levels will differ.

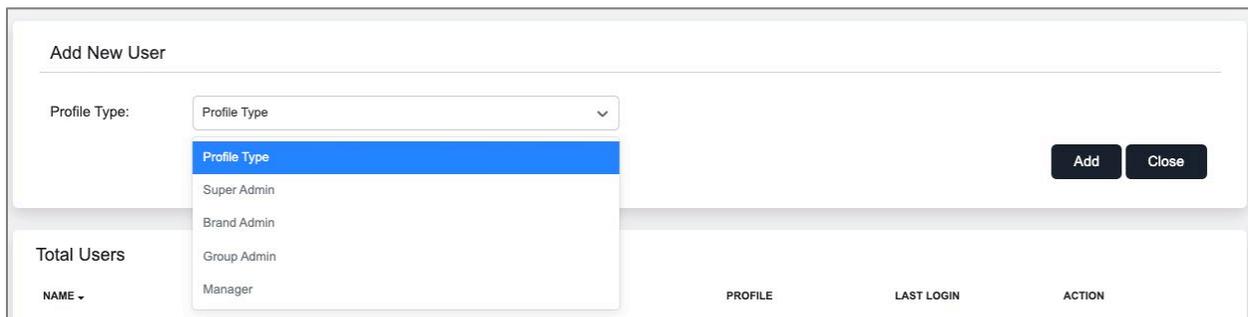
1. Select Utilities > User Permissions from the left-hand column



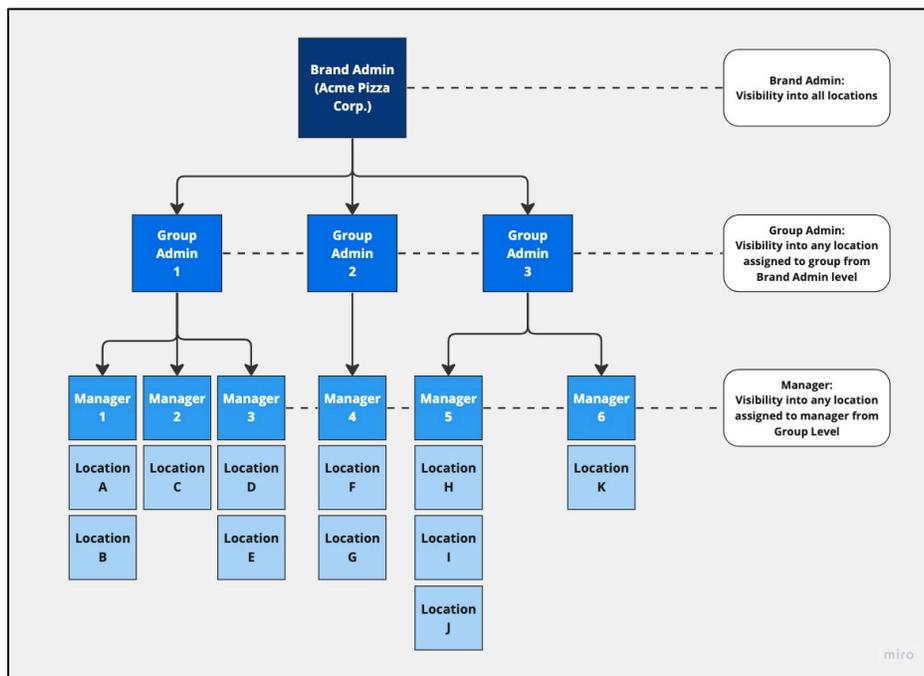
2. Click the **New User** button



3. On the **Add New User** screen, all the fields require entries to establish a new user:



- a) **Profile Type:** Level of permissions the new user will have access to:
- **Super Admin** – HungerRush Internal Use Only
 - **Brand Admin** - Users have full visibility of Brand performance + all locations, ability to edit questions, change theme settings, etc.
 - **Group Admin** - Users have access to all locations that have been assigned to this group with visibility into group and assigned locations performance. Not able to edit question or theme settings
 - **Manager** - Users have access to all locations that have been assigned to this individual manager with visibility into each location's performance. Not able to edit question or theme settings
- b) **Brand:** Ability to select the Brand the user should be assigned to
Brands are automatically established from HR360 Marketing during the [Onboarding of new Clients](#)
- Groups:** (If Applicable) Only available when “**Group Admin**” is selected as Profile Type
- **Groups** are a set of locations that fall under the **Brand** combined for easier management
 - Select the **Group** the new user will have access to: [Add New Group](#)
- c) **Managers:** (If Applicable) Only available when “**Manager**” is selected as Profile Type
- “**Manager**” is a subset of locations that fall under Groups combined for easier management
 - Select the **Manager** group the new user will have access to [Add New Manager](#)

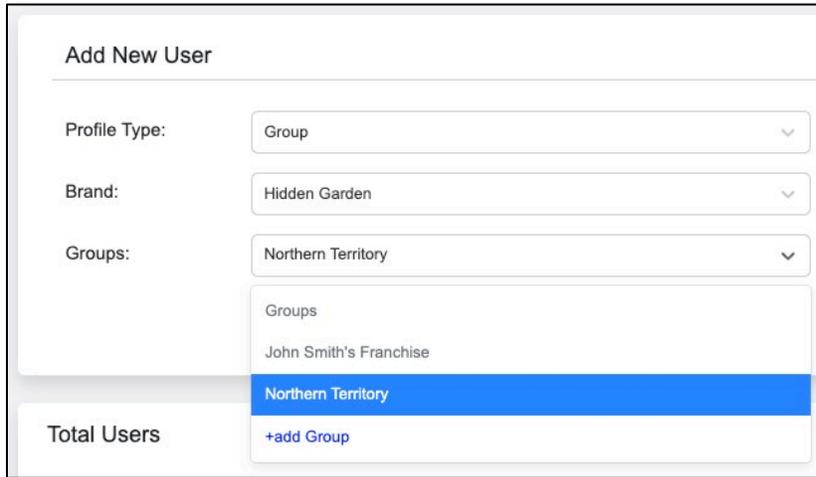


- Once the **User Permissions** have been established, the name and email can be entered
 - Name:** New User Name
 - Email:** Email address that will receive the system verification link, future survey notifications, and be used as username to access system
- Click the **Add** button to finish adding the new user
See [Verification Email](#) for next steps

Add Group

To add a new **Group**, follow the steps below:

1. Click **+ add Group** at the bottom of the drop-down list

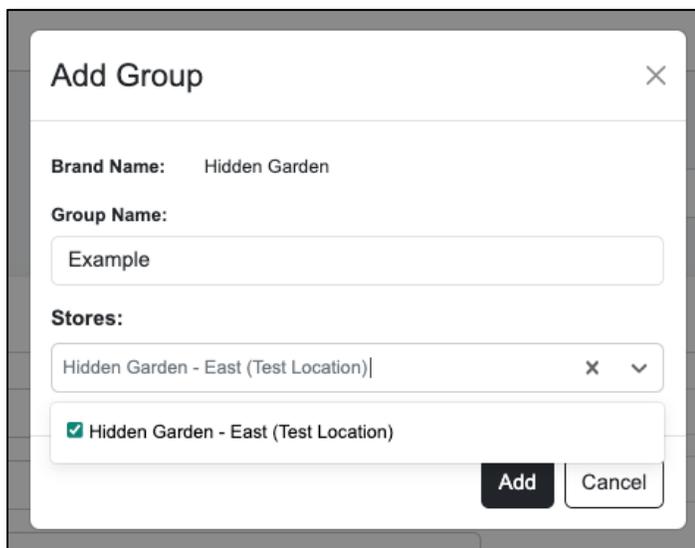


6. The new **Group** will be established in the popup window:

- **Group Name:** The title of the group that locations will be assigned. This will be the name that appears on the **Performance** page for the brand
- **Stores:** The location to be added to this **Group**

Please Note: The same store can be added to multiple locations and will be represented on the **Performance** page for both Groups.

- Clicking **Add** will establish a new **Group** and nest all locations under the designated title

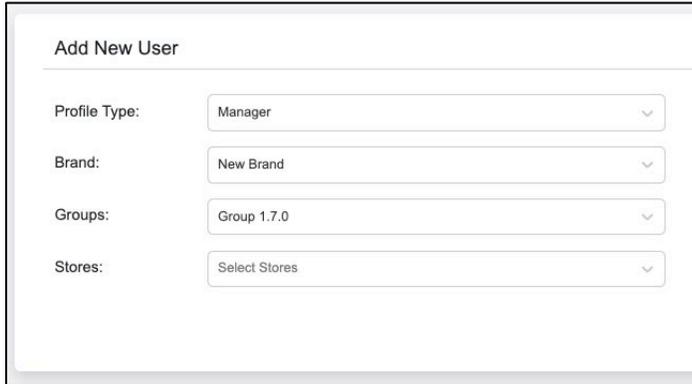


Please Note: Newly created **Groups** are automatically added to the drop-down inside of **User Permissions** but must be selected to complete a **New User** account.

Add Manager

Please Note: To add **Manager**, both **Brand** and **Group** must be selected before creating **Manager**.

Managers can only be assigned to the **Stores** designated to the **Group**. If you do not see the **Store** in the drop-down, create another **Group** that contains the **Store**.



Add New User

Profile Type:

Brand:

Groups:

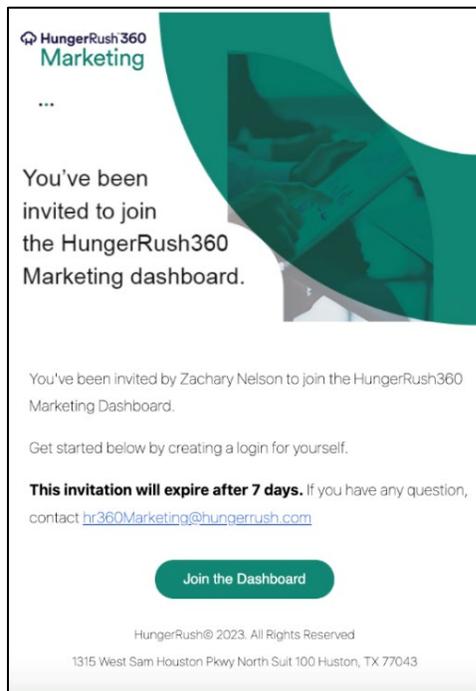
Stores:

Verification Email

After a new user is added, a **Verification Email** is automatically sent to the email address provided. This verification email has a 7-day expiration.

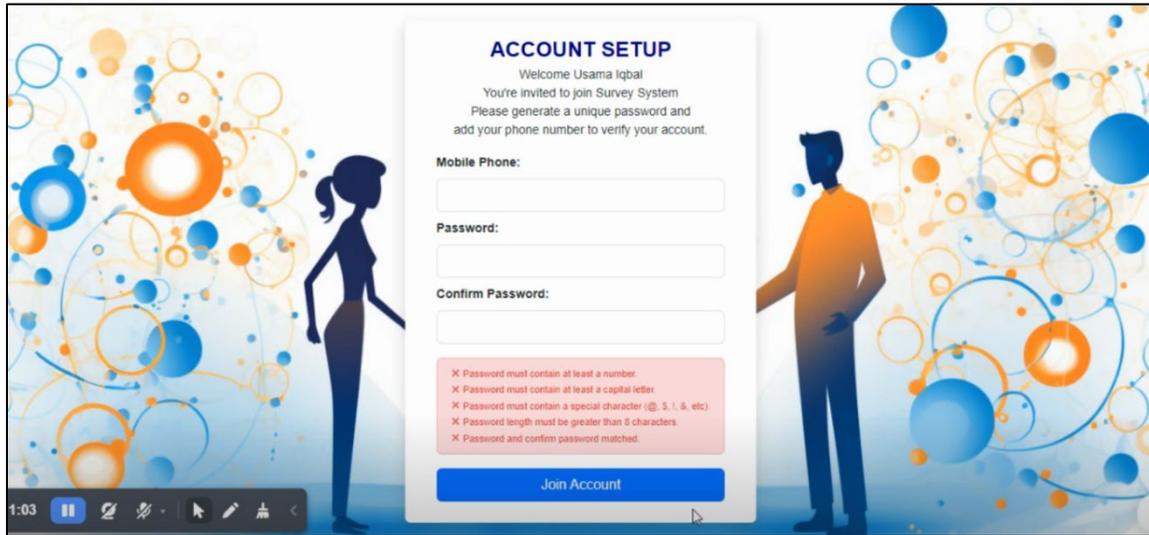
Please Note: If the new user has a **Gmail** account, the verification email will be sent to the **Promotions** folder.

1. From the email, click **Join the Dashboard**

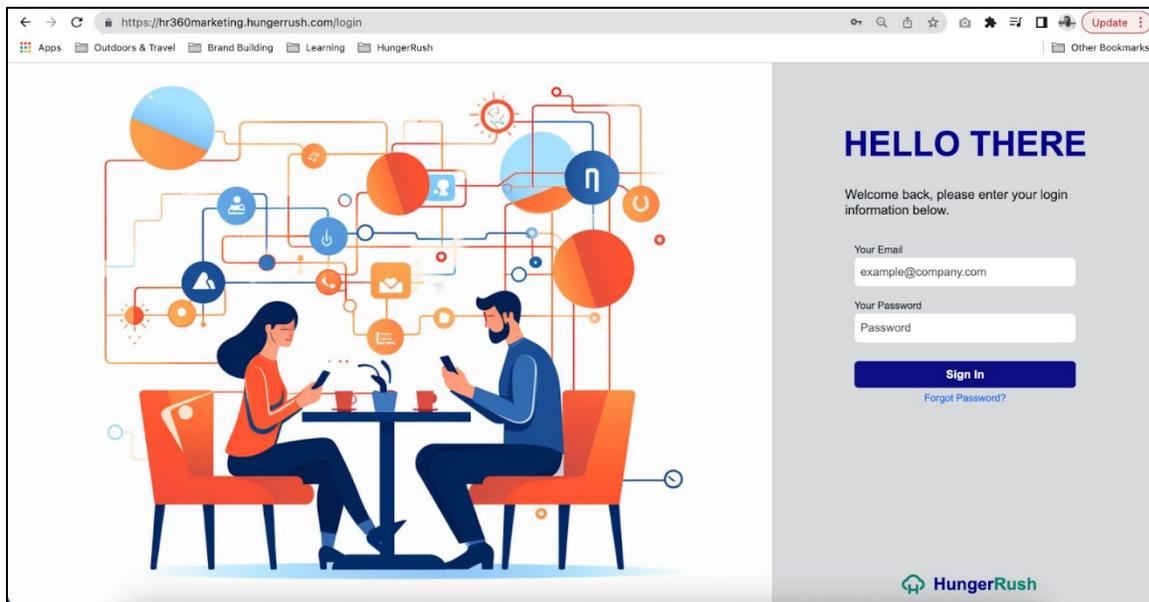


7. The user will then be taken to the **Account Setup** screen where they are required to enter the following:

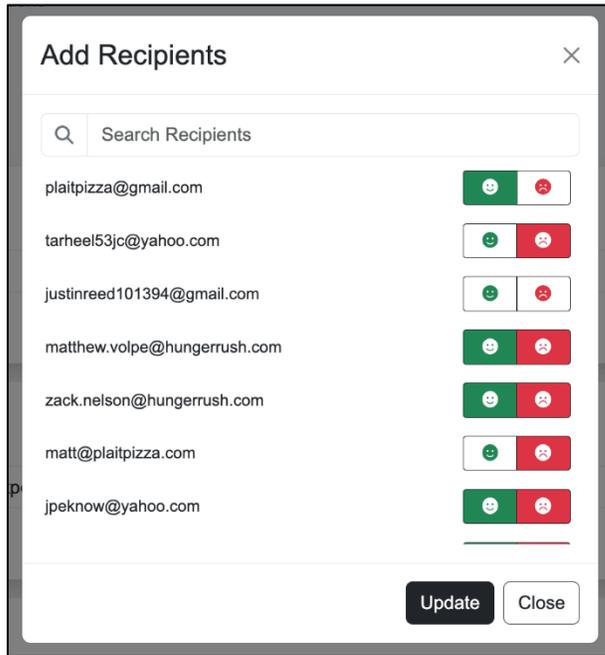
- Phone
- Password
- Confirm Password



8. Clicking **Join Account**, will redirect the new user to the Login screen, where they will enter their email and password to access system



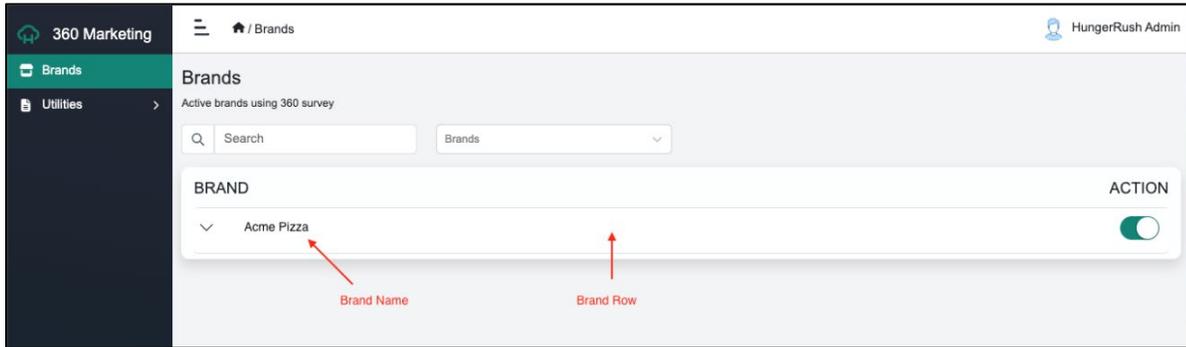
9. Upon verification, the email on file will be added to the **Receive Add Responses** on the [Survey Questions](#) screen
- This allows ALL users to receive survey responses upon activation
 - Ability to toggle icons **ON/OFF**



Dashboard Overview

Brands

Upon login, a **Brand Admin** will have visibility into all Brands assigned to their profile. Additionally, they will have access to all imported stores along with general information about the profile.



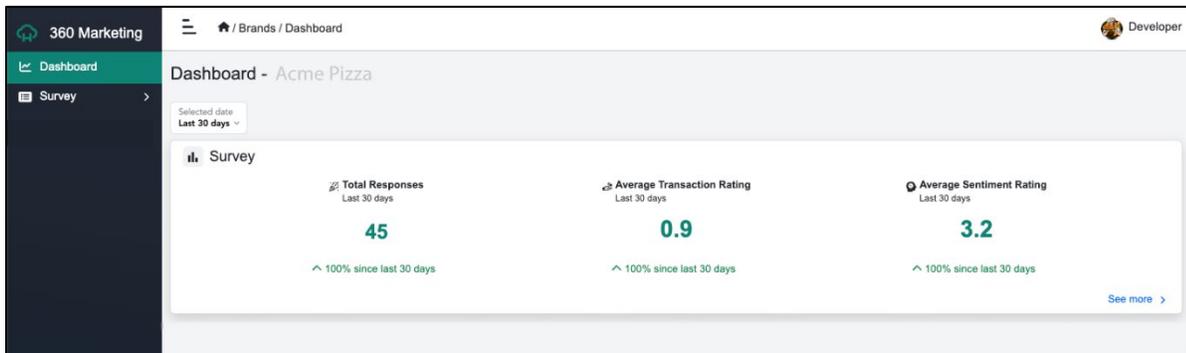
- **Selecting the Brand’s Row:** A dropdown will show **ALL** locations that have been onboarded under that specific Brand. If a new profile needs to be generated, please contact hr360Marketing@hungerrush.com
- **Selecting the Brand Name:** Users will be directed to the Brand’s main Dashboard to access Performance, Survey Questions, Theme Settings, etc.
More details: [Brand Profile](#)

Dashboard

The Dashboard provides immediate access to Survey stats for a high-level understanding of the performance for designated Brand.

“See More” directs to the Performance page for a deeper understanding of Survey stats.

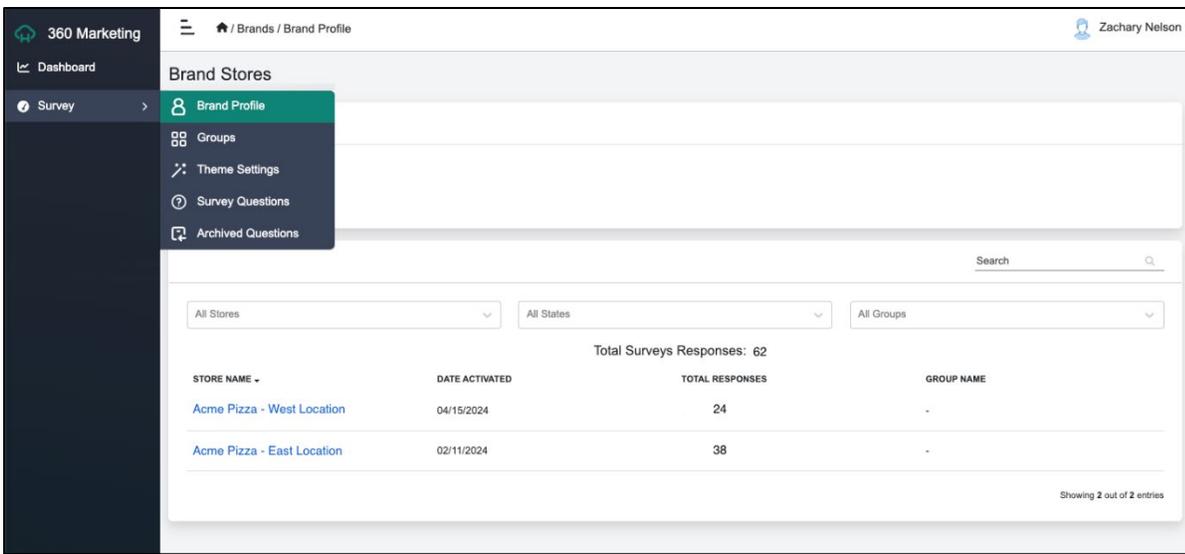
- **Total Responses:** How many Surveys have been submitted for the Selected Date
- Average Transaction Rating
- Average Sentiment Rating



Brand Profile

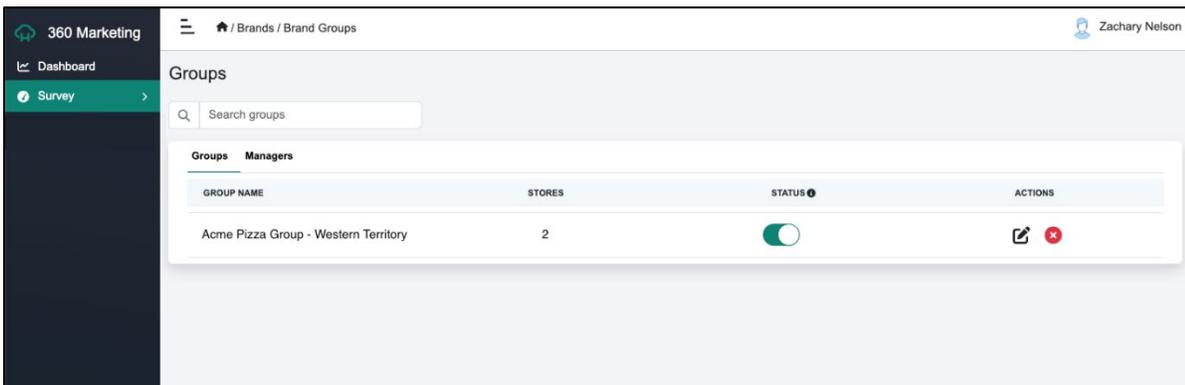
Total Survey Responses

- Details the total surveys generated over the lifetime of the brand
- Brand Admins will be able to see the total survey responses each location has produced over the lifetime of the profile
- Ability to filter by:
 - Location
 - State
 - Group
- Ability to access each individual locations Performance page directly from the table by selecting the store name.
- If a new location needs to be added, please contact: hr360Marketing@hungerrush.com



Groups

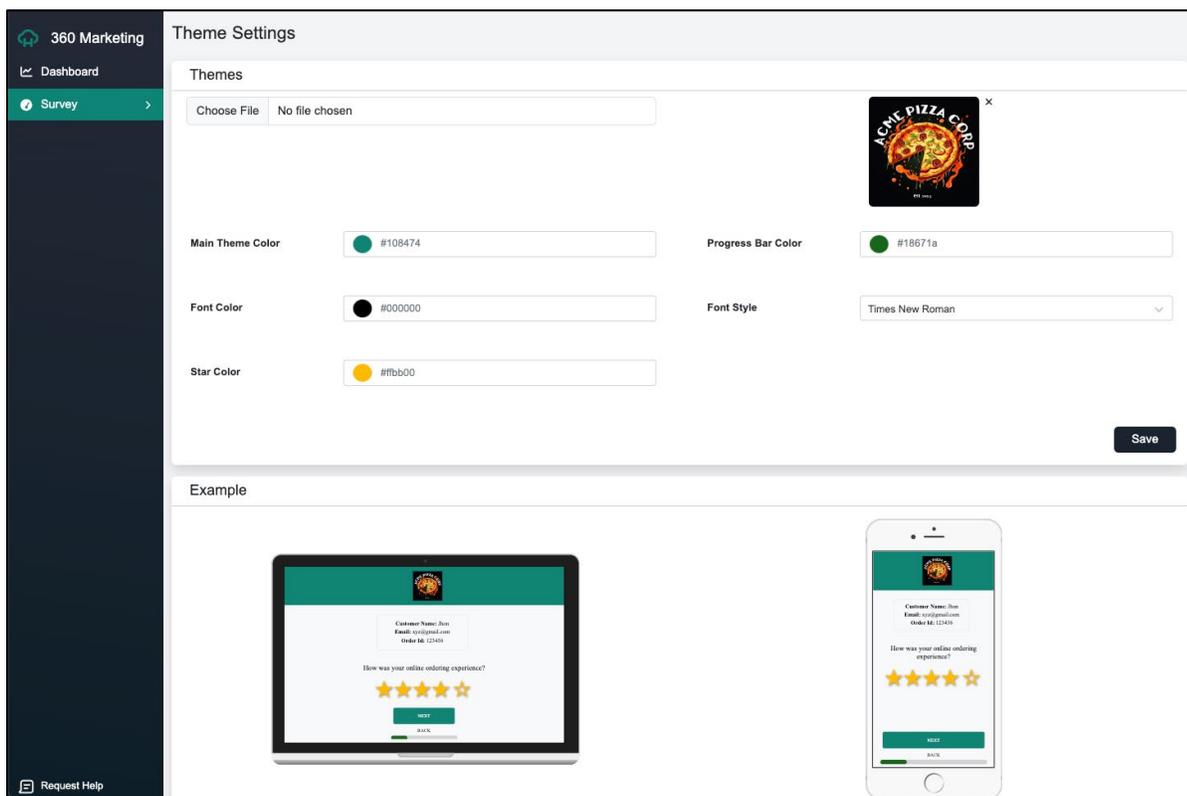
Use this function to gain visibility into all franchise “Groups” that have been created, while also viewing all locations that are nested inside them. Newly created Groups (created on the User Permissions page) automatically populate here with the ability to assign additional locations using the “edit” function.



- **Group:** New Groups only become Active once a User is assigned to them through User Permissions. [Create a new group](#)
- **Manager:** Managers are nested inside of Groups to allow a user visibility into several locations but not the full Group Level. Performance is also connected to this level but only for the designated locations. [Creating a new Manager](#)

Theme Settings

Use the Theme Settings function to customize the look and feel of the customer survey (i.e., the survey customers will receive after ordering). The example field below provides real-time viewing of custom colorways on mobile devices.



- **Image:** Our system automatically imports your logo from **360 Marketing** (if available). If you choose to update this logo you can do so by importing the designated file
- **Main Theme Color:** Updates the color in the **Header** and **Next** button
- **Progress Bar:** Updates the color for the bottom progress bar
- **Font Color:** Update the font color
- **Font Style:** Predefined font styles provided by our system for further customization
- **Star Color:** Update the color of the **Stars**

Survey Questions

Brand Admins can add, update, and/or remove unique questions from the customer facing survey.

All other levels (Group and Manager) have access to view these questions but editing functions are disabled. When a question is edited and saved, the change will automatically update on all other levels.

Default Questions

For the system to capture the correct metrics (Guest Sentiment), the last two questions of the survey are unable to be edited or removed.

1. How likely are you to recommend us to family and friends?
2. Is there anything else you'd like to share or any thoughts on how we can make improvements?

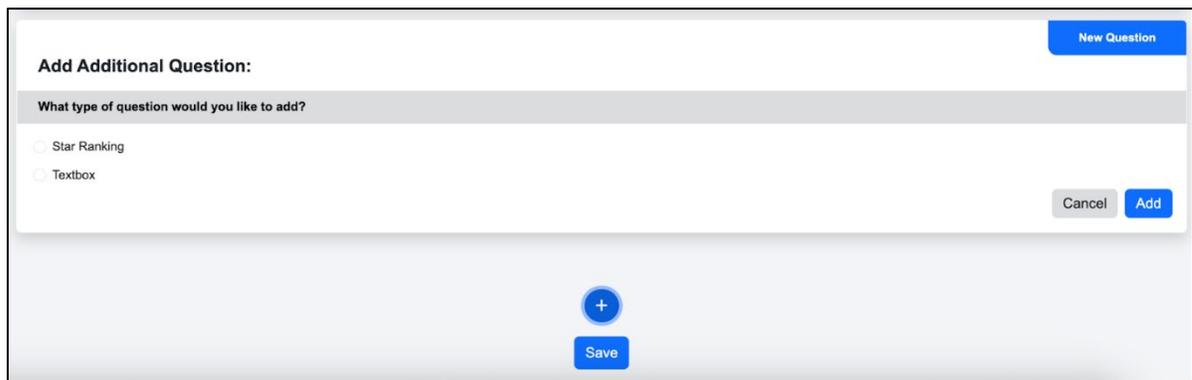
Add Questions

By clicking the + sign at the bottom of the page, you are able to add two different question types:

1. **Star Ranking:** Request customers to select 1-5 stars based on the question. Customers are required to select star rating before moving to next questions

Please Note: If a customer selects 1, 2 or 3 Star rating a dynamic textbox field will populate. This allows customers to describe any specific issues that occurred relating to this question. Responses will be recorded inside the Customer Response Page & sent in the email notification.

2. **Textbox:** Allow customers to add their own personalized responses. Customers are not required to fill in the textbox field before moving to the next question



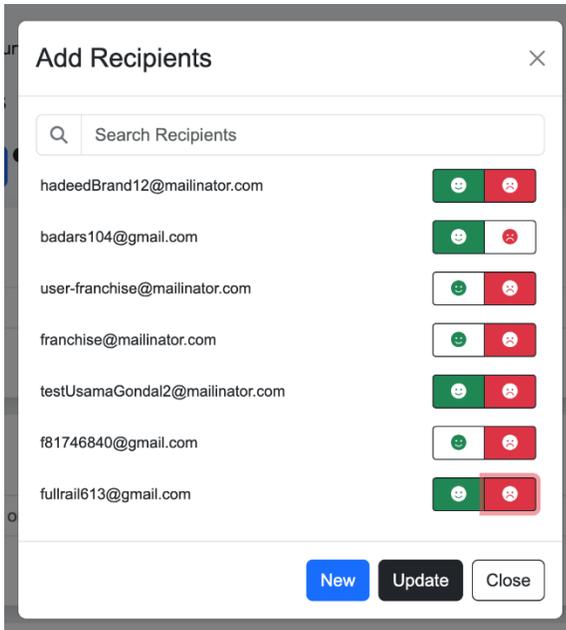
- Once **Add** is selected, the new question will populate above the two default questions with the ability to edit the question field



- Once updated, click **Save** to activate questions across the entire brand

Receive All Responses

This feature allows Brand Admins to receive an email notification from any survey that is completed across all locations with the ability to designate if they will receive positive or negative results.



- **Positive:** Email notification will be sent when all star responses are 4+ rating
- **Negative:** Email notification will be sent when any single question is 3 and below
- **Both:** Email notification will be sent for ALL surveys submitted

Please Note: Super Admins can edit notification settings for all users.

Notification Email

- Customer Information (Name, Email, Phone, Location, Order Type, and Date/Time of Order)
- Question Responses
- Textbox field - if empty then customer has skipped
- Access Dashboard: View customer response in dashboard



The screenshot shows a notification email from HungerRush. At the top is the HungerRush logo. Below it, customer information is listed: Customer Name: SCOTT, Location: 03074, Phone: 123-123-1234, Order Type: Web Delivery, and Email: fakeemail@gamil.com. There are four star-rating questions: 'How would you rate your meal?' (5 stars), 'How was your online ordering experience?' (5 stars), 'How was your food delivery/pickup experience?' (4 stars), and 'How likely are you to recommend us to family and friends?' (5 stars). A text input field contains the comment 'More cheese to at least cover the pizza sauce'. Below this is a blue 'Access Dashboard' button. A section titled 'Items Ordered:' lists: Create: 1, Deluxe Combo: 1, Steak Cheese and Mushroom: 1, and Stuffed Bread Pepperoni: 1. At the bottom, it says 'Getting too many emails?'.

Recipients are automatically added to receive all responses once they have completed their verification process. As of now, our system requires a new user to be generated before they can start receiving responses.

Add User

New Users can be added inside the Receive All Responses window by clicking the **New** button. Once these users go through the standard verification process, their email will be added and activated inside the window.

More details: see [Verification Process](#)

Add Recipient

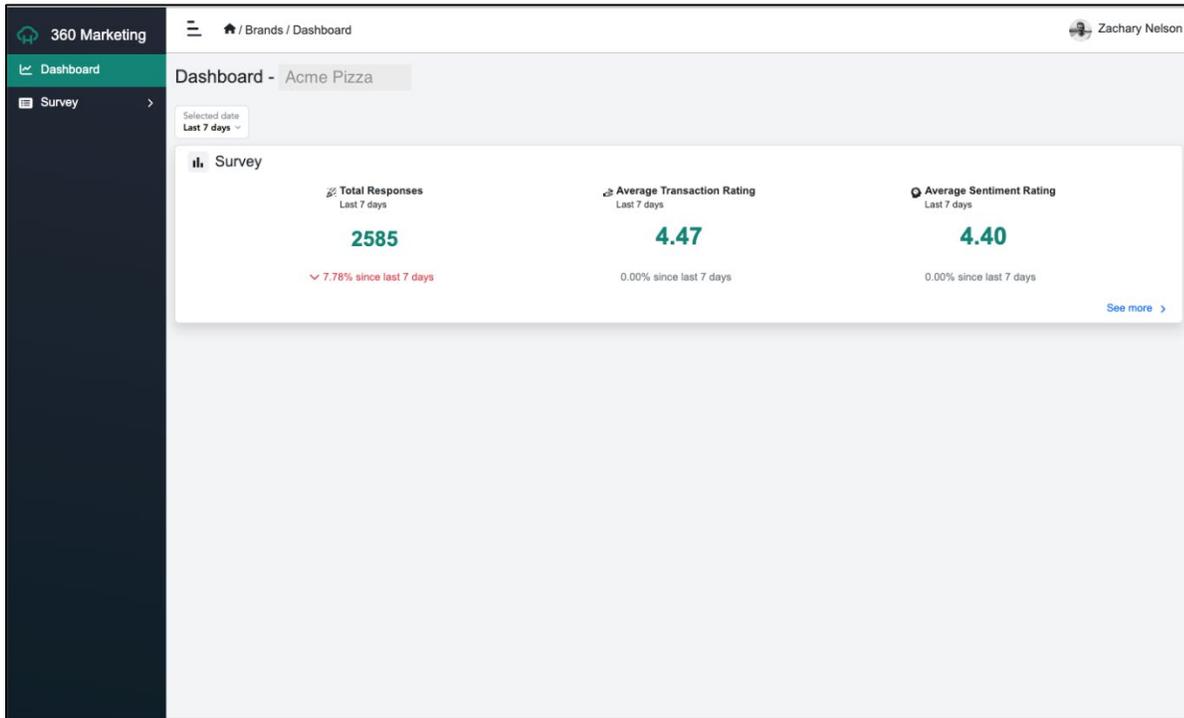
Receive survey responses for only the identified question. Positive and Negative responses are available inside this window.

Please Note: To have access to the single question notification both positive and negative response types need to be deactivated from **Receive All Responses**.

Performance

As a Brand Admin you can monitor total responses of all locations and groups under the brand. This provides a snapshot into the overall sentiment of each location/group with the ability to filter date & star ratings.

Brand Performance is based around Sentiment and Transaction Rating:



Selecting “See More” will take the user to the main performance page

Transaction Rating

Default or Customized questions that can be edited to fit the needs of the brand. All questions above the + sign on the [Survey Questions](#) page are tracked as Transaction Questions.

These questions aim to gauge the customer’s experience during the ordering process. Transaction rating can have a direct impact on operational weak points throughout the brand.

Sentiment Rating

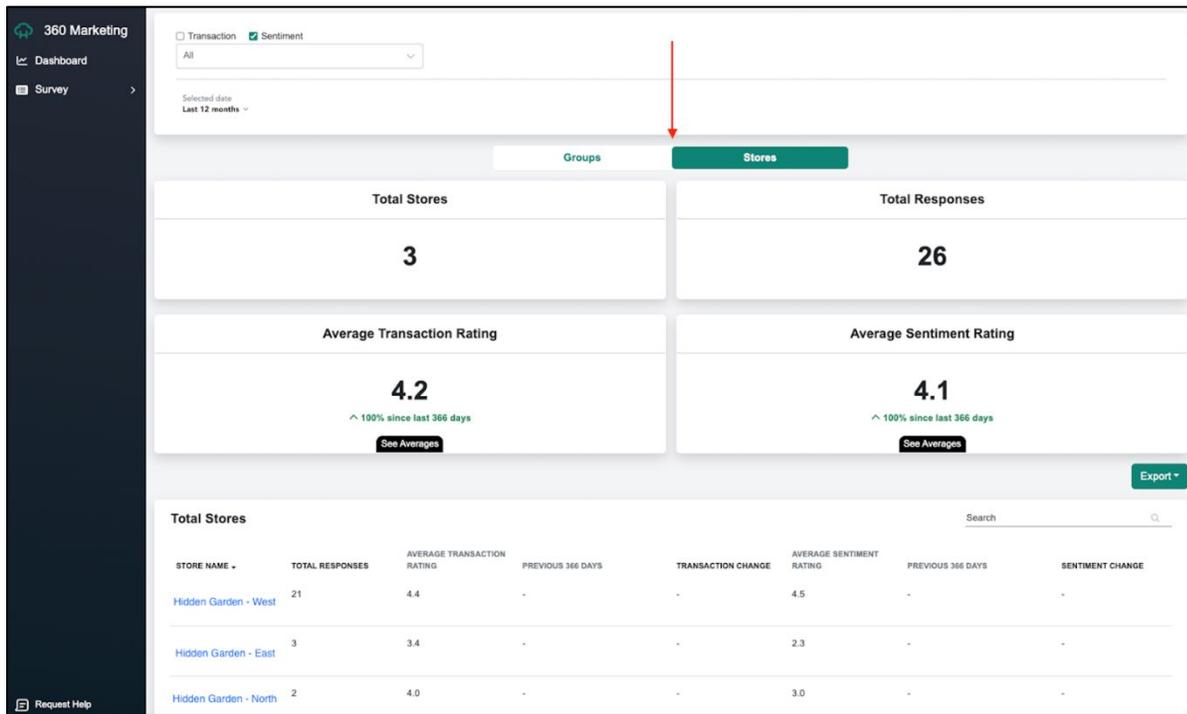
These are hardcoded question presented at the end of each survey; for example:

- *How likely are you to recommend us to family and friends?*

These questions aim to gauge customer satisfaction and serve as a foundation for communication and loyalty metrics. Additionally, the feedback generated provides a comprehensive cross-departmental overview, revealing potential hidden issues within each individual location/group.

Restaurant vs Group Toggle

Toggle between the two performance pages to gain different performance viewpoints.



- **Store:** Visibility into all locations under the brand and the total responses associated to each individual location
- **Group:** Visibility into all Groups under the brand and the total responses associated with all the locations nested inside the group

Total Store Table

An Admin can monitor the health of individual locations or entire Groups from inside the **Total Stores Table**. Each metric is based upon the date range and/or star rating filter that is established.

- **Total Responses:** How many surveys have been submitted for this location or group over the designated timeframe
- **Average Transaction Rating:** Average response of all Transaction questions through the entire location/group
- **Average Sentiment Rating:** Average response of all Sentiment questions through the entire location/group

For example, in a one-week period 10 customers sent in surveys. The following represents their responses for the Sentiment Question: Seven 5 stars, two 3 stars, one 1 star.

- Multiply the number of stars by the number of corresponding responses for each rating.
 $7 \text{ (5 stars)} + 2 \text{ (3 stars)} + 1 \text{ (1 star)} = 7 * 5 + 2 * 3 + 1 * 1 = 35 + 6 + 1 = 42$
- Sum up the total number of responses.
 $7 \text{ (5 stars)} + 2 \text{ (3 stars)} + 1 \text{ (1 star)} = 10$
- Divide the total star count by the total number of responses to get the average star rating.
 $\text{Average star rating} = \text{Total star count} / \text{Total number of responses}$
 $\text{Average star rating} = 42 / 10 = 4.2$

Previous Date: Calculation of the Transaction/Sentiment rating based upon the days leading up to the current date range. Will adjust according to the date range established.

Change: Calculation between Transaction/Sentiment rating vs previous date. This allows users to understand the overall performance of a location/group by providing visibility into date-to-date performance changes.

Customer Responses from Brand Level

Access to each location is provided by selecting the name of the individual location inside of Total Stores. This will direct the user to the Performance page of this specific store where individual customer data can be analyzed.

Guest Sentiment - Customer Responses

The screenshot displays the '360 Marketing' dashboard. On the left is a navigation sidebar with 'Dashboard' and 'Survey' options. The main content area shows a filter for 'Sentiment' set to 'All' and 'Selected data: Last 12 months'. It features four summary cards: 'Total Customers' (4), 'Total Responses' (21), 'Average Transaction Rating' (4.4, up 100% since last 366 days), and 'Average Sentiment Rating' (4.5, up 100% since last 366 days). Below these is a table titled 'Consumer Responses' with columns for Name, Order Number, Order Date, Survey Completion Date, Average Transaction Rating, Average Sentiment Rating, and Surveys Completed. An 'Export' button is located to the right of the table.

NAME	ORDER NUMBER	ORDER DATE	SURVEY COMPLETION DATE	AVERAGE TRANSACTION RATING	AVERAGE SENTIMENT RATING	SURVEYS COMPLETED
zack nelson	107051717	04/24/2024	04/24/2024 07:10 am	3.9	4.2	14
Testing AR2	101608269	01/24/2024	01/24/2024 10:28 am	4.4	5	4
NELLY NINE	99756238	12/22/2023	12/22/2023 08:49 am	5.0	5	2
NEL	100460432	01/03/2024	01/03/2024 01:43 pm	5.0	5	1

- **Name:** Individual customer name
- **Order Number:** The internal order number associated with the most recent transaction
- **Order Date:** When the transaction occurred
- **Survey Completion Date:** When the survey was completed after transaction occurred
- **Average Transaction Rating:** Average rating of all the survey questions outside of the Sentiment Question. The purpose here is to provide additional visibility into customers’ overall transaction experience, while comparing to overall Sentiment
- **Average Sentiment Rating:** How the customer responded to the following question, “How likely are you to recommend us to family and friends?”
- **Surveys Completed:** Total number of Surveys completed after first initial survey

Customer Responses - Individual Customer

By selecting the individual customer, the user will be directed to all surveys completed by this individual and their responses. Ability to access any completed survey.

The screenshot shows a dashboard for 'zack nelson' with the following summary statistics:

ORDERS PLACED:	SURVEYS COMPLETED:	PARTICIPATION RATE:	AVERAGE TRANSACTION RATING:	AVERAGE SENTIMENT RATING:
28	14	50.0%	3.9	4.2

Below the summary is a table of 'Completed Surveys' with a search bar and pagination controls. The table lists 5 entries:

ORDER NUMBER: ▾	ORDER DATE:	SURVEY COMPLETION DATE:	SENTIMENT RATING:	TRANSACTION RATING:
107051717	04/24/2024	04/24/2024 07:10 am	2	4
10668417	04/18/2024	04/18/2024 09:28 am	2	2
106687866	04/18/2024	04/18/2024 09:15 am	5	5
106687137	04/18/2024	04/18/2024 09:17 am	3	1.5
103593895	02/26/2024	02/26/2024 10:19 am	5	3

At the bottom, two survey questions are visible with star ratings:

- Question 1:** How was your online ordering experience? (5 stars)
- Question 2:** How was your food delivery/pickup experience? (4 stars)

- **Orders Placed:** How many orders the customer has placed after completing their first initial survey
- **Surveys Completed:** Total number of Surveys completed after first initial survey
- **Participation Rate:** Percent of surveys completed based on the total number of orders
- **Average Transaction Rating:** Average response of all the survey questions outside of the Sentiment Question across all completed surveys
- **Average Sentiment Rating:** Average response of the survey question across all completed surveys, “How likely are you to recommend us to family and friends?”

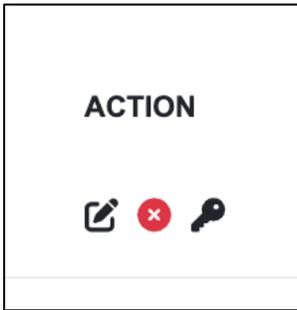
User Permissions

Add additional users and edit designated information for each user.

Review: [Add User & Verification Process](#)

Action Icons

Users can edit individual users through the following actions:



- **Edit:** Update email, phone, Brand, Group, Manager
- **X:** Remove User
- **Key:** Update users password

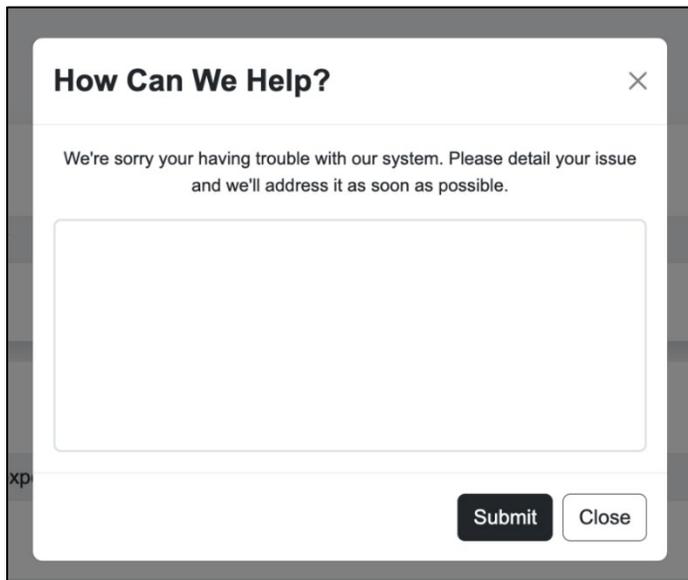
Customer Support

Request Help

Users can contact *HungerRush* Support Teams directly through the **Request Help** button in the bottom lefthand corner of the dashboard. A module will be presented to the user where they can describe their issues.

Currently the requests are being sent directly to **360 Marketing** team members for immediate assistance.

Future rollout of this product will direct user concerns to a direct *HungerRush* Support Team.



The image shows a screenshot of a help form titled "How Can We Help?". The form has a close button (X) in the top right corner. Below the title, there is a message: "We're sorry your having trouble with our system. Please detail your issue and we'll address it as soon as possible." Below this message is a large text input area. At the bottom of the form, there are two buttons: "Submit" and "Close".