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An important note about CREMA and this first edition guide:

Please be aware that CREMA is a system under development by the GJCI IT team. As such many more features are planned and will be deployed over the coming months. Please check links to this userguide on CREMA regularly.

The Intent of CREMA

The overall objective of CREMA is to provide all Franchise Partners / Store Managers with an engaging digital solution that assists in being able to deliver effective marketing and high level operational standards in all coffee houses.
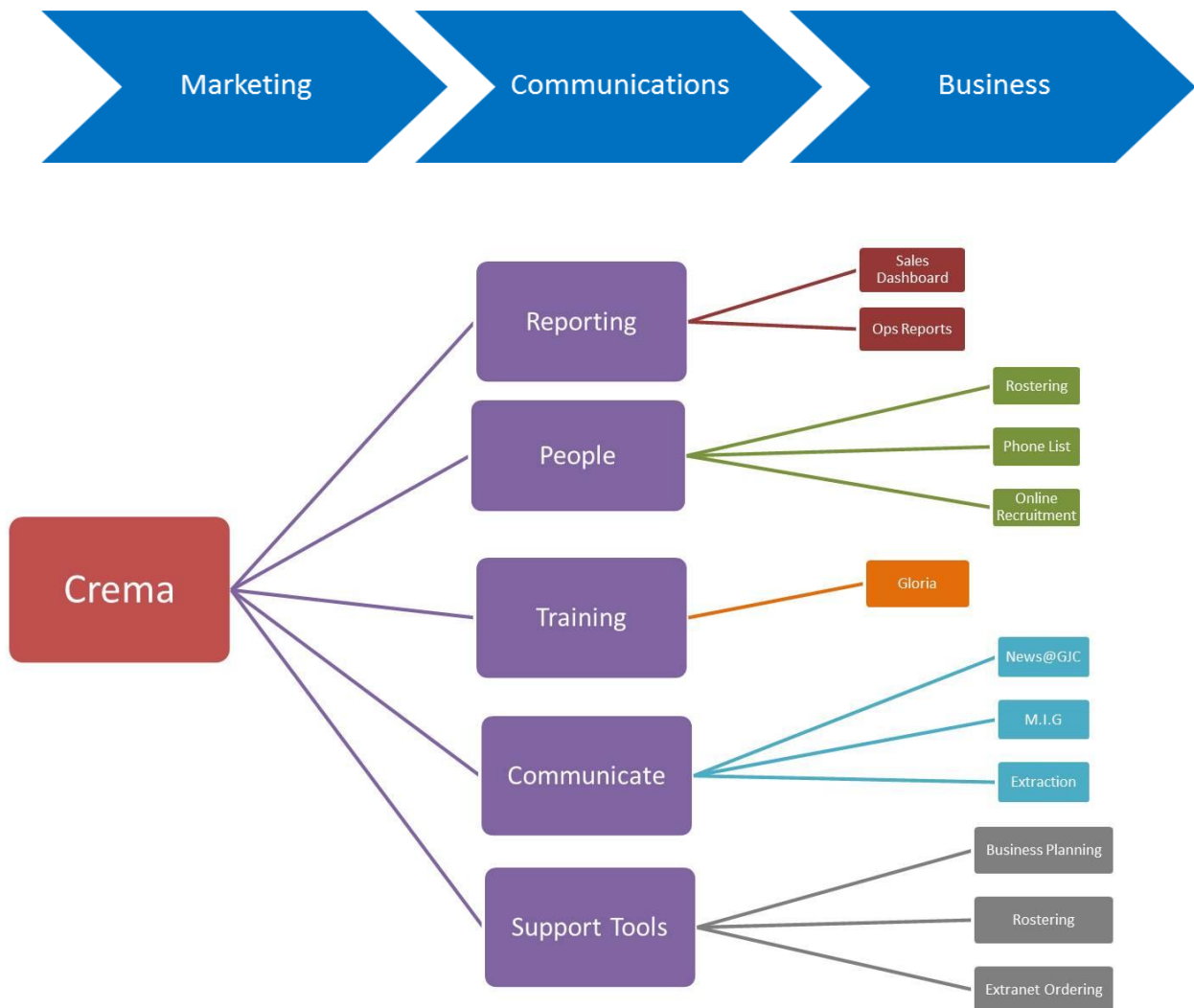
Accessing CREMA

CREMA can be accessed at any computer with internet access:

http://crema.gloriajeanscoffees.com

Dashboard

The Dashboard page is the CREMA Homepage and your link to all the useful tools found on CREMA.

L&D	People	Communicate	The Art Room
Backstage	Reporting	Social	Library

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Communicate

The 'Communicate' portal houses key news articles and published content within the CREMA platform.

Viewing Articles:

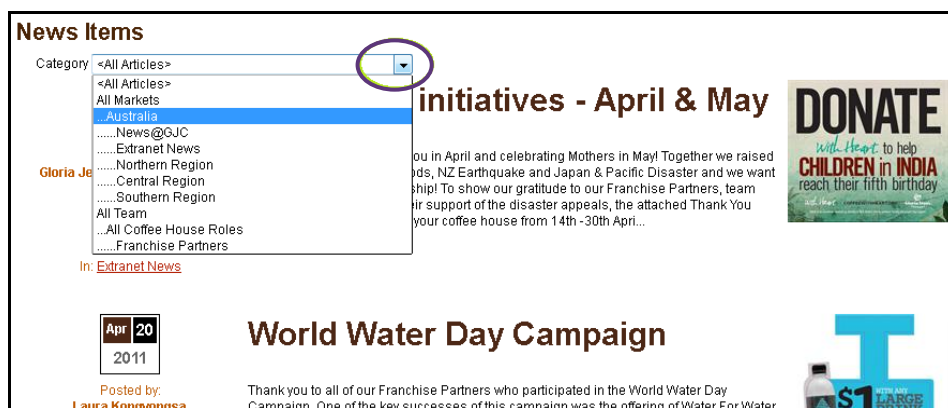1. Click on the 'Communicate' icon

   The main screen of the 'Communicate' section will display the latest featured article

2. Click on the ' NEWS STREAM' link to view all current articles

3. Click on the 'Category' drop down box to filter the displayed News Items

4. Click on an article heading to view the entire article

Social

A social network for the Gloria Jean's Coffees global family.

Setting up your Profile:

1. Click on your name in the menu from any screen within CREMA

2. Complete the profile form with as much detail as possible. Only 'Friends' will be able to view all of your profile information

3. Upload your profile picture by clicking on 'Browse' and selecting a picture for upload
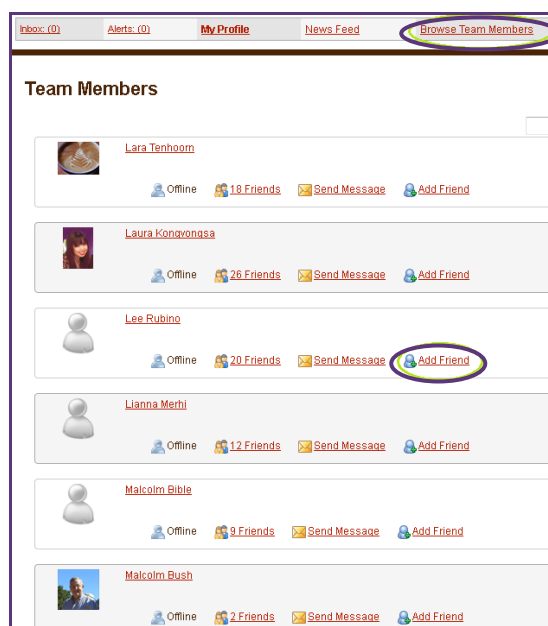
    Picture files should be in jpeg format and be a maximum of 1000 x 1000 pixels in size
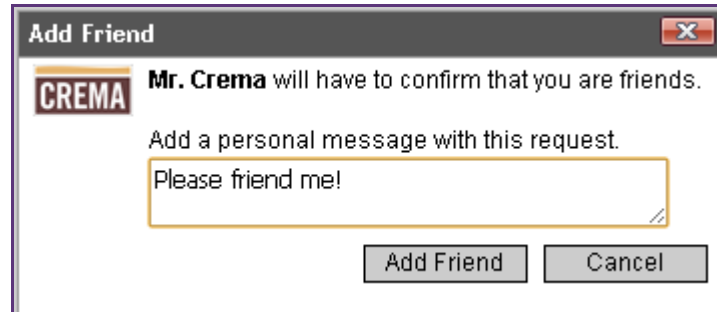

4. Click the Save button when you have completed your profile information

Making Friends on CREMA:

1. Click on the 'Social' icon

2. Click on the 'Browse Team Members' link

3. Add a message if you wish and click 'Add Friend' to confirm

If you know the persons name, type it in the search box in 'Team Members' list screen

Incoming Friend Requests

1. Click on the 'Social' icon
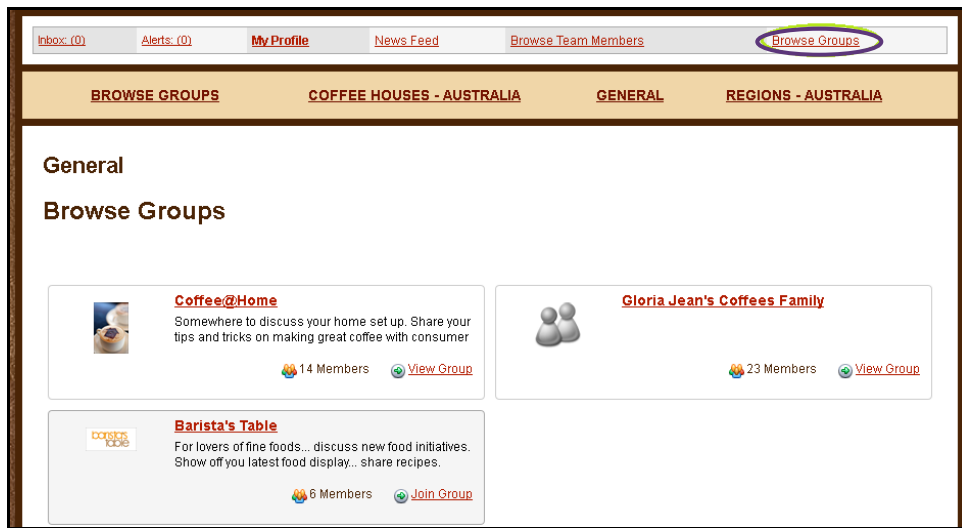
2. Click on the 'Alerts' link

3. Click the 'Confirm' button to add the person as a friend

Alternatively, you will receive an email notification if someone requests to be your 'Friend'. Click on the link in the email to confirm them as your 'Friend'.

CREMA Groups:

1. Click on the 'Social' icon

2. To view or join groups, click on the 'Browse Groups' link

By default you will be added to the group associated with your Coffee House

3. Click the 'Coffee Houses – Australia' submenu link to view a full list of Coffee House groups

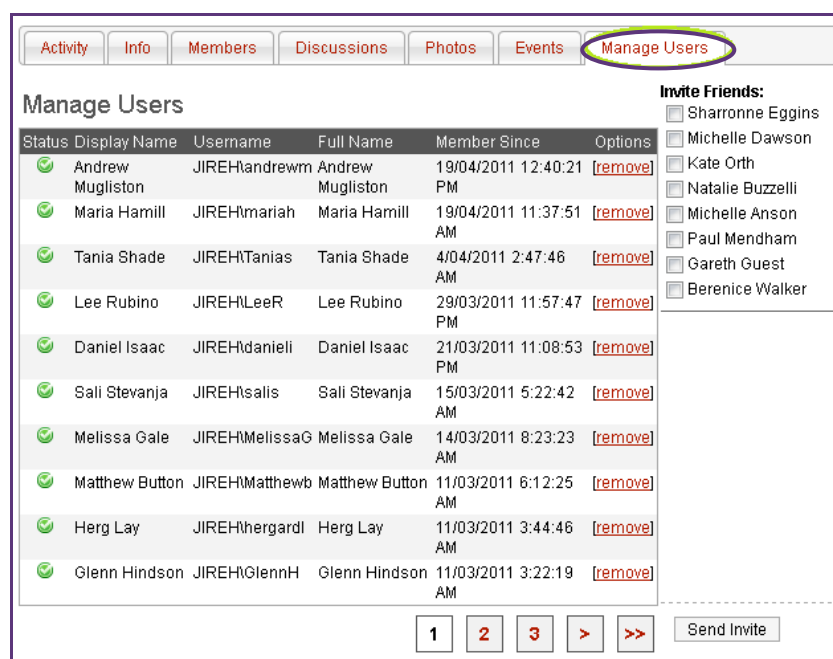**Managing your Coffee House Groups:**

1. Click on the 'My Profile' link to access a list of CREMA Groups you are already a member of.

2. Franchise Partners:
   Click on the 'Manage Users' tab to add or remove group members.
   NOTE: You can only invite CREMA members that you are already 'Friends' with.

People

The people portal currently houses two key parts of CREMA:

- Team Administration - allows Franchise Partners to administer access to CREMA for their team members.

- Rostering – allows Franchise Partners to administer the team's weekly roster. Team Members can set their availability and view their roster online.

Team Administration

1. Click the 'People' icon

2. Click the 'Team Administration' link
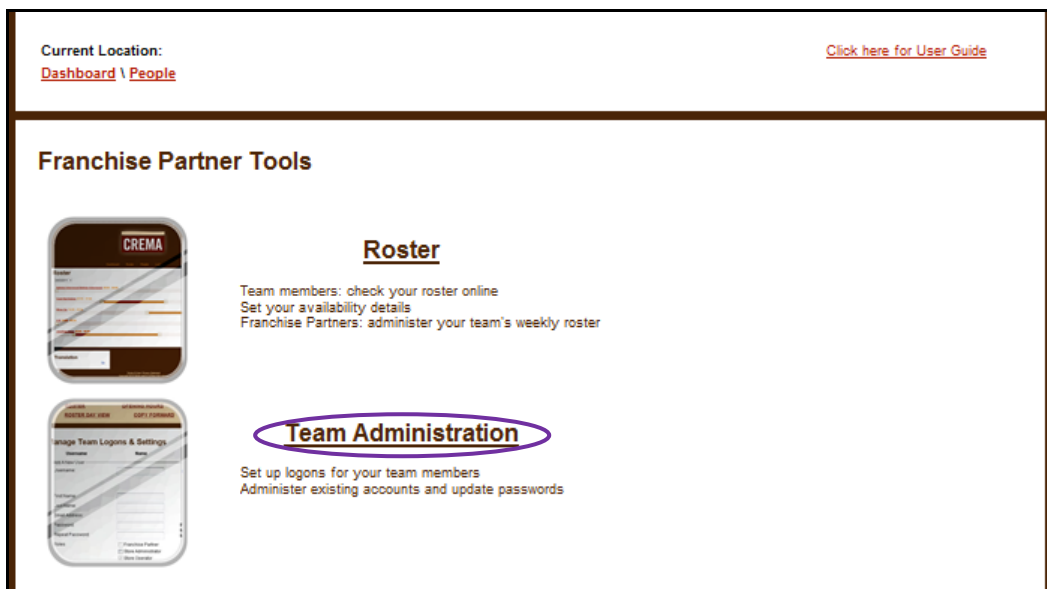
Setting up a new Team Member:

1. Click the 'People' icon

2. Click the 'Team Administration' link

3. Click on the 'Add New User' button

4. Complete the Team Member's details (all fields are required):
   - Username
     - o Please note: The store number will automatically be appended to the username. Eg. The Username 'john' will become 'john261'
   - First Name
   - Last Name
   - Email Address
     - o The email address is required for notifications to be sent
   - Password
   - Roles:
     - o Roles determine the access levels for team members.
       - o Store Administrator = Store Manager
       - o Store Operator = Team Members

3. Click on the 'Save' button to record the details

Updating Team Member details

You may reset a password, block access or change the access level of a Team Member's account.

1. Click the 'People' icon

2. Click the 'Team Administration' link

3. Click on the 'View' link (next to their name in theTeam Member list)

4. Update the relevant details in the fields provided

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Rostering

Rostering online will reduce the amount of time spent by Franchise Partners and Team Members in maintaining a roster. The system manages Team Member availability, allows duplication and email notification.

1. Click on the 'People' icon

2. Click on the 'Roster' link
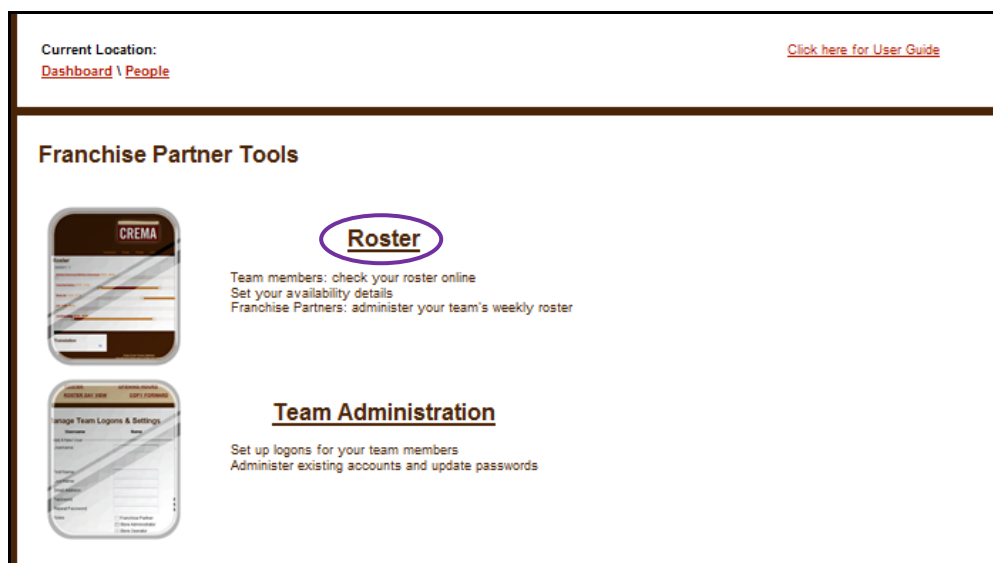
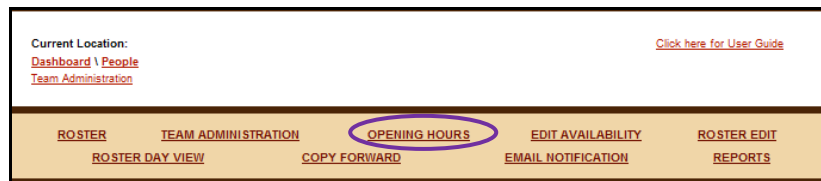You will need to set your team members up with a CREMA logon using the 'Team Administration' tool before starting to roster.
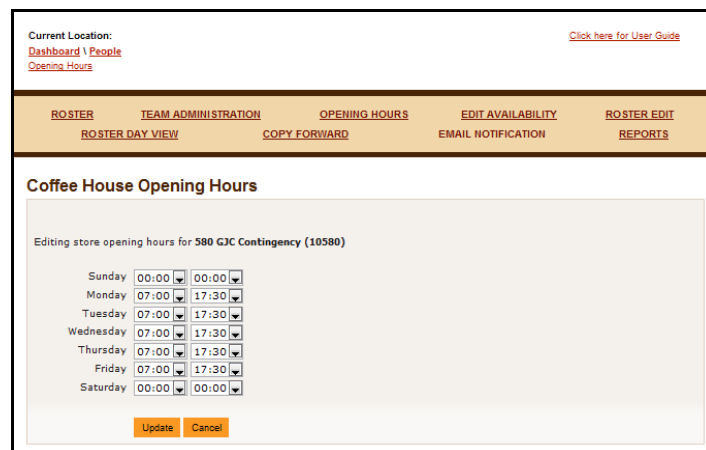
Set your Coffee House Opening Hours

To start rostering you should first set your opening hours

1. Click on the 'People' icon

2. Click on the 'Roster' link

3. Click on the 'Opening Hours' link

4. Use the drop-down menu boxes to set the opening and closing times of your coffee house
   Please note: If your coffee house is not open on a given day, set both opening time and closing time to 00:00
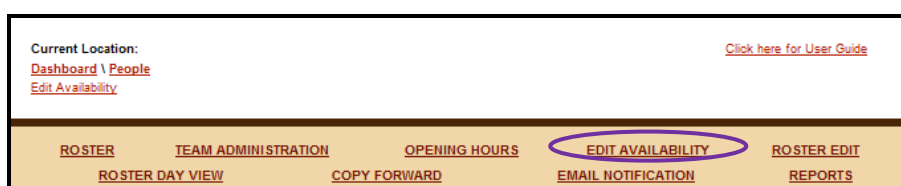

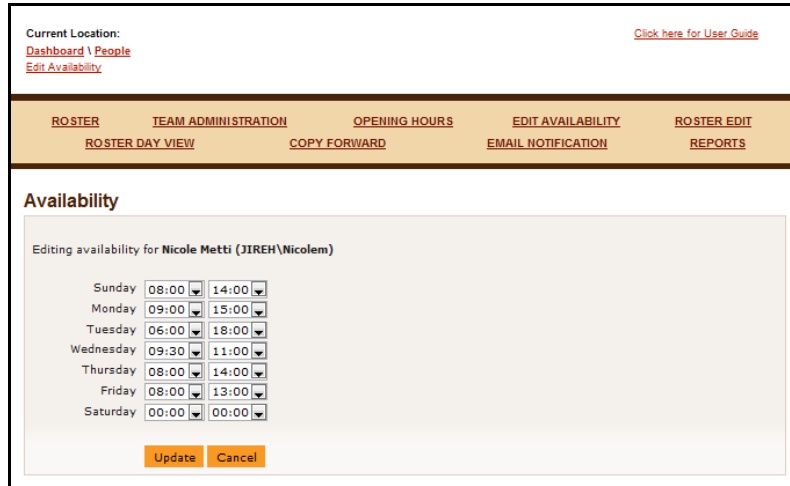5. Click the 'Update' button to record the opening hours

Editing Availability

All Team Members may edit their availability for shifts.

1. Click on the 'People' icon

2. Click on the 'Roster' link

3. Click on the 'Edit Availability' link

4. Use drop down menu boxes to select a start and finish time for each day
    If you are not available at all on a given day – set 00:00 for both the start and finish time
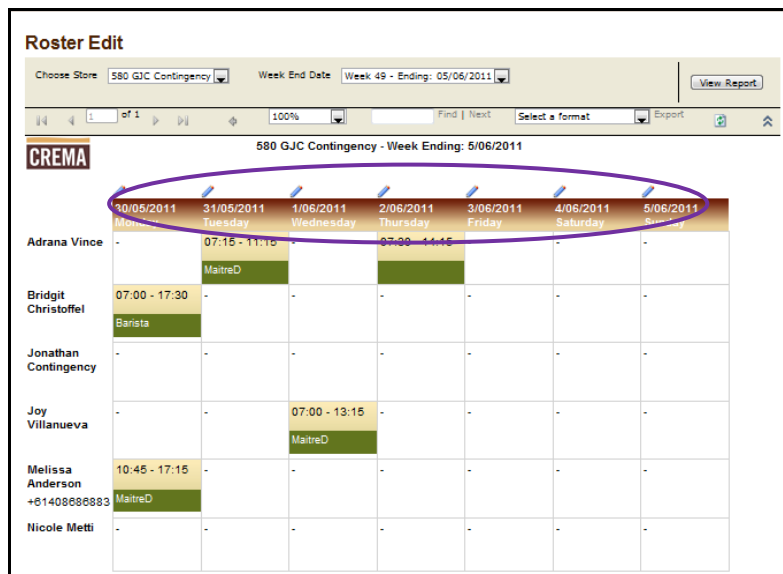

5. Click on the 'Update' button to record the availability time frames

The availability details set in this area will be made available to Franchise Partners to assist with setting the roster for the coffee house.

Setting the Roster

1. Click on the 'People' icon

2. Click on the 'Roster' link

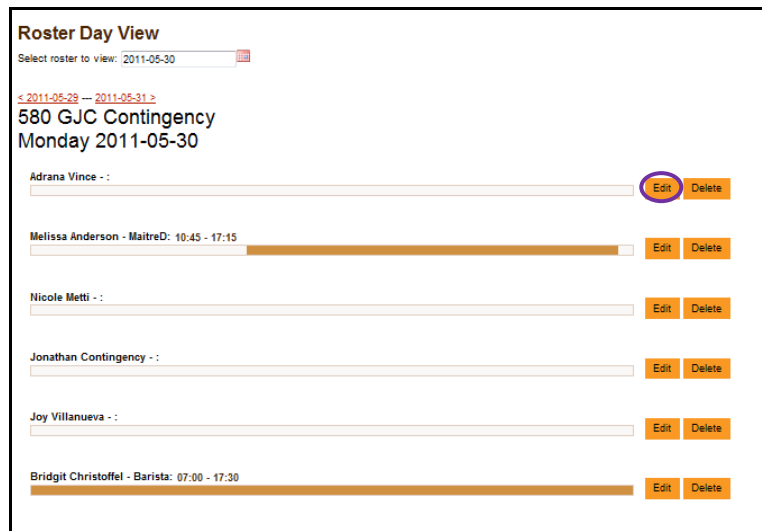3. Click on the date for which you wish to set the roster

4. Click on the 'Edit' button (to the far right of each Team Member's name) to assign a shift to a Team Member

5. Use the drop down menu box to assign a 'Role' to the Team Member. Eg. Barista, Maitre'D and Purveyor

6. Use the click-and-drag out slider to set a shift start and end time
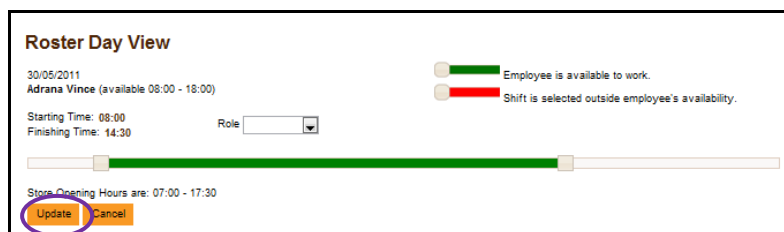
7. If the Team Member is available for the duration of the selected shift, the bar will display in green
   If the Team Member is not available for the duration of the selected shift, the bar will display red
   You may override availability and assign a shift even if the bar is red

8. Click on the 'Update' button to assign the shift
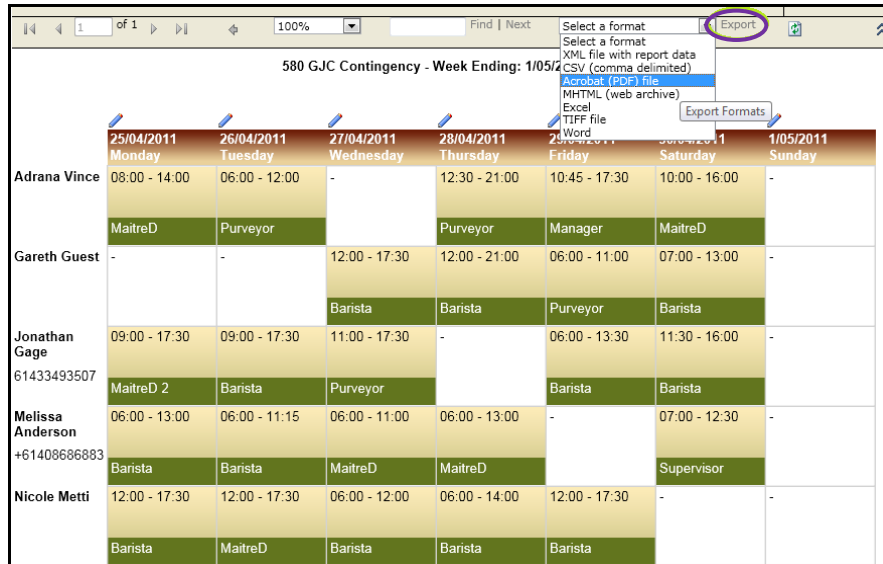
9. Continue the editing process (step 1 – 6) until you have finished rostering Team Members for the week

Once your roster is complete, you may export it to a PDF document for viewing or printing.

Team Members will be able to view the roster online by logging into CREMA, but will be unable to edit any of the elements.

Copy Forward

Once a full week has been rostered, you may 'Copy Forward' the roster up to four weeks into the future.
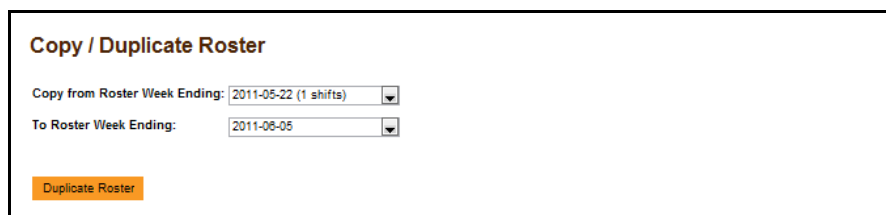
1. Click on the 'Copy Forward' link

2. Use the drop down menu box to select the roster to be copied, and which week it should be applied to.

3. Click on the 'Duplicate Roster' button to confirm the process

Editting the Roster

You can view / edit rosters for the current week as well as four weeks into the future.

1. Click on the 'Roster Edit' link
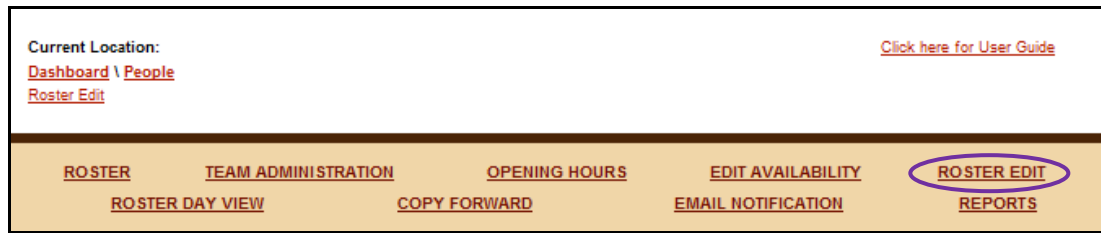
2. Select the 'Week Ending Date' from the drop down menu

3. Click 'View Report' to refresh the view
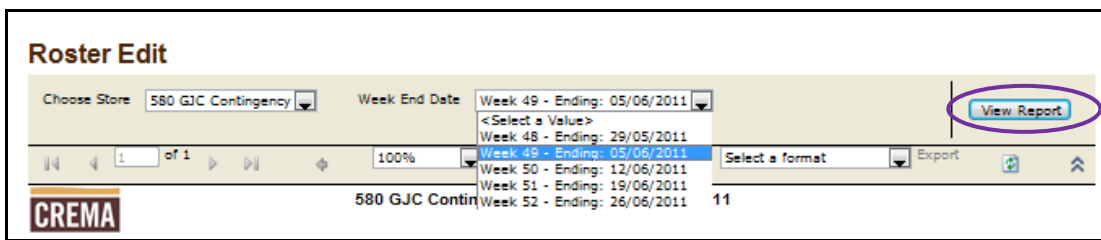
i You can make changes to rosters that have been copied forward.

Notifying your team via Email

You can quickly and easily notify your team of any updates to the roster by sending them an email notification.

1. Click on the 'Email Notification' link
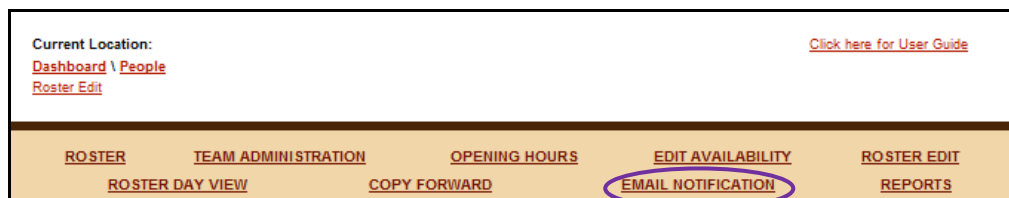
2. Enter a message in the text box and click send

i This email will go to all team members at your coffee house with an active CREMA account.

Roster Reports

There are three kinds of reports available to be generated in the Roster section of CREMA:

- **Total rostered hours** – A report displaying total rostered hours per Team Member for each week. Includes a day by day role break-down.
- **Team Member availability** – Get the complete picture of when your Team Members are available.
- **Team Member profile** – Check whether your Team Members have logged into CREMA, updated their availability, and populated important fields such as an email address or phone number.

Total Rostered Hours Report

1. Click on the 'Reports' link
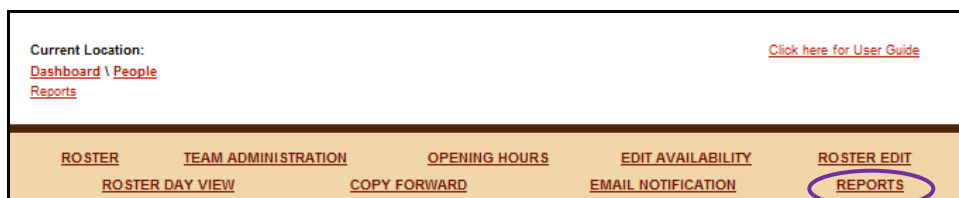
2. Click on the desired report link
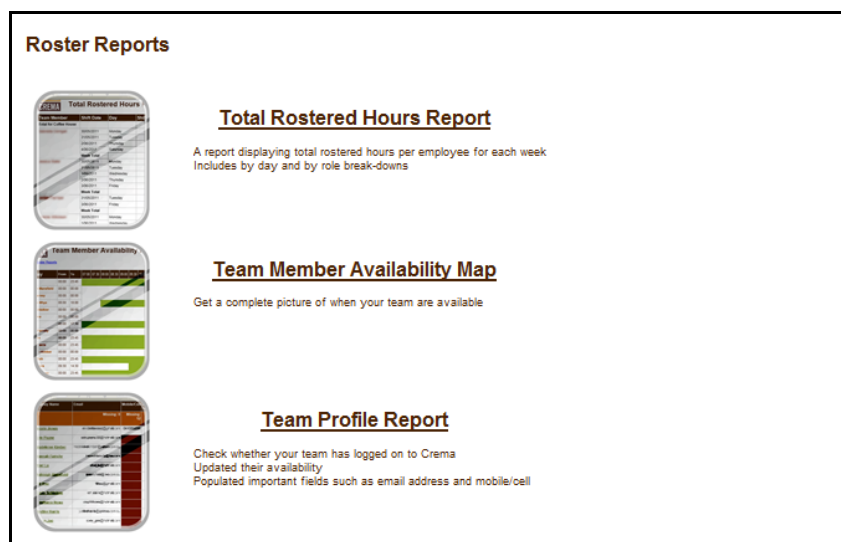
3. Select the 'Week Ending Date' from the drop down menu

4. Click 'View Report' to refresh the view

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Online Ordering (Extranet)

Use the 'Online Ordering' portal to place orders for stock, view order history, view and print invoices, and access stocktake forms.

Ordering Stock Online

Adding items to the stock order

1. Click the 'Online Ordering' icon

2. Click the 'Order From Catalogue' link

3. Select a category

4. Locate the item you wish to order, and type the required quantity into the adjacent field

5. Click the 'Add to Order' button

Another way to add items to your order:
You may use the 'Quick Order Options' to search for items by description or item code.

6. Once you have added all required items to your order, click on the 'My Current Order' link. This link will take you to a summary page displaying all items in your current order.

In the 'My Current Order' view, you are able to amend quantities or delete items from your order
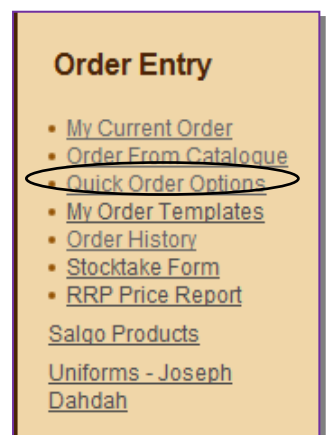
Submitting the stock order

Once you have finished adding items to your stock order and have reviewed the items in your current order, you must submit the stock order to be processed. There are two options for submitting your order:

- Submit Scheduled Order – this order will be queued for delivery as per the current delivery schedule.

- Place Special Order – this option will incur additional delivery charges as it will be delivered outside of the current delivery schedule.

View your invoices or order history

1. Click the 'Online Ordering' link

2. Click the 'Order History' link

3. Select the date range and order type

4. Click the 'Search' button

5. Click on the order/invoice you would like to view

The Art Room

Access approved artwork templates and artwork for general or targeted community marketing activities and current campaigns.

The Art Room is the only place to gain access to approved and customized artwork.

Submit a Request for Artwork

1. Click on the 'Art Room' link

2. Select the type of artwork required (click on the icon or the link)

    Please note: The Custom Artwork Request icon is to be used when there is no other template available that suits your needs. See instructions for submitting Custom Requests below.

Welcome to the Art Room

The Art Room

Standard Marketing Templates   Summer Campaign 2011 / 2012

Custom Artwork Request

3. Select from the range of promotional material available

Title: POSTER GENERIC A4 (297x210) & A3 (420x297)
Create Artwork
View Details

4. Enter the details to appear on your artwork *(please note some templates have text that cannot be edited)*

- Top Text

- Middle Text

- Bottom Text

- Other Text

- Additional Notes

  o This is where you can make additional comments to the Artworker – this will not be included in your artwork request – for example particular deadline, artwork size change or Terms & Conditions for the promotion.

Ensure you have reviewed the information you have entered prior to submitting the job. You will not be able to edit the information once it has been submitted.

5. Click on the 'Submit Job' button to send the request to The Art Room

- Your artwork request will be sent to your Community Marketing Manager and The Art Room

- You will receive email confirmation of your submitted request

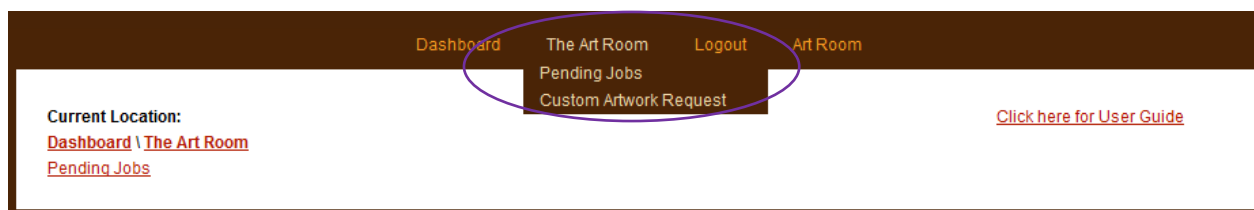6. Once the request has been completed by The Art Room you will be notified via email and the job status will be updated in your 'Pending Job List' – access the Pending Jobs list using the toolbar at the top of the screen

At this stage you will be prompted to approve or reject the Artwork:

- If you reject the artwork:
  - Add comments to the 'Additional Notes' section to request changes

    A comment must be entered before proceding further
  - Click in the 'Submit' button

- If you approve the artwork:
  - The request will be moved to your 'Completed Job List'
  - You will receive an email with a link to download your file – this email can be forwarded to your chosen printing supplier. You have 7 days to download this artwork.
  - You have the option to download the file directly from CREMA

Please note:

- The completed file is available for download for 7 days. Contact your Community Marketing Manager should you need to access the file after 7 days.

TROUBLESHOOTING:

It has been three days and I still haven't received any artwork.

- First, check that you received a confirmation email from the Art Room after submitting the job.
- Check that the job is lodged, by looking at 'Pending Jobs'.
- Email or call the Community Marketing Manager with the Job Number ready so that they can check on the progress of the job.

The job has been completed. I have been sent artwork, but there is a big 'Draft' watermark across it.

- The artwork is still in draft version. You will need to select 'Approved' from the dropdown box in order to get the designer to send the final artwork without the 'Draft' watermark across it.

I have found the artwork I need, but it is only available as an A4 Counter Card. How do I request this in another size?

- Select the item you wish to create. Select 'Create Artwork'.

- In the 'Additional Notes' section write *'I would like this item resized to a 30 x 40 stanchion'*.

Submit a 'Custom Request' for Artwork

If you cannot find the Artwork template you are looking for, you can create your own by submitting a 'custom artwork request'.

Custom Artwork Request

1. Click on the 'Art Room' link

2. Select the Custom Artwork Request button.

3. Write Coffee House Name and Number in **'Submitted by:'** section ie, *953HAMILTON'.*

4. Include name of promotion and size of artwork you wish to receive in **Job Title:**, for example '*While you wait- VOUCHER'.*
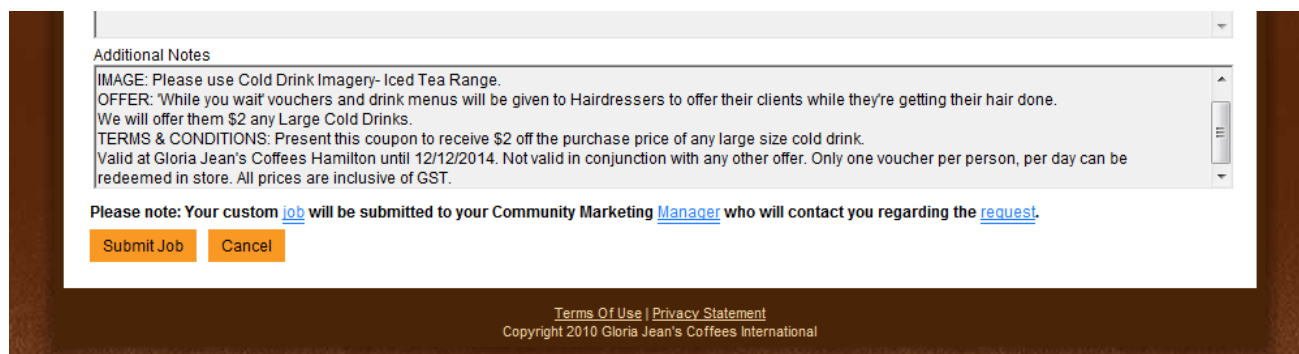

Please note:

Include most of the detail about your custom request in the 'Additional Notes' Section.
Things to include; size of Artwork, about the promotion (Objective/Target Audience/Hero Product), promotional Offer, imagery to include and Terms & Conditions of offer.

5. Include deadline for the art work in '**Approx. Due Date (dd/mm/yyyy)** this must be a minimum of two days later than date of submission. For example; If you submit the request on the 10/03/2013, the approximate due date will need to be the 12/03/2013.

6. Write the most important information you wish to communicate in the **'Top Text:'** section, *for example; $2 off all Cold Drinks while you wait.*

7. Include the following information in the **Additional Notes** section:

Artwork Size: *for example*; Business Card Size

About the promotion: *for example*; 'While you wait' discount vouchers will be given to Hairdressers along with a cold drinks menu to give to clients to redeem before or after they get their hair done. In order to increase Customer Count and encourage trial we will give them $2 off all Large size Cold Drinks.

Imagery: *for example;* Include images of Cold Drinks- Iced Tea Range.

Promotional Offer/Product: *for example*; $2 off Large Cold Drinks.

Terms & Conditions: *for example;* Present this coupon at Gloria Jean's Coffees Hamilton to receive $2 off the purchase price of any large cold drink. Offer valid only at Gloria Jean's Coffees Hamilton until 12/12/2014. Not valid in conjunction with any other offer. Only one voucher per person, per day can be redeemed in store. All prices are inclusive of GST.

Please note:

Custom Artwork Requests take longer to create, allow 3-5 working days for turnaroundtime.

▪ If you are finding it difficult to articulate exactly what you want, please phone your Community Marketing Manager for assistance.

▪ Your Community Manager approves all Custom Artwork before it is dispatched as final artwork. Amendments will be made to requests in the event that the marketing initiative/promotional offer does not follow brand guidelines.