

Kick your SYW Penetration Rate up a notch [week 6/4/17]

Your register's Shop Your Way (SYW) Penetration Rate is the percentage of SYW transactions that takes place on your register. It's calculated real-time. But do you know where that number is located and how to meet the company's rate goal?

Take this week's MiniLearn quiz to see how well you know about the SYW Penetration Rate. You will earn **6 Segno points** for a perfect score!

1. Your Store Manager stops by your register and asks, "Do you know where to find the Shop Your Way Penetration Rate on your POS screen?" How do you answer?
 - a. "It's in the upper right corner of the POS Main Menu."
 - b. "It's in the center of the screen after you scan a member SYW card."
 - c. "It's in the upper left corner of the POS Main Menu."
 - d. "It's in the bottom center of the POS Main Menu."
2. Your Store Manager asks, "Your Rate is 'out of the orange' at 81%. Well done! Do you know what the company goal is to stay out of the orange for every register?" How do you answer?
 - a. "Above 80%."
 - b. "Within 50% and 90%."
 - c. "Above 70%."
 - d. "A full 100%."
3. Your Store Manager says, "Excellent! Which SYW transactions are included in the real-time Penetration Rate?" How do you answer? (Select all that apply)
 - a. "Everything!"
 - b. "Sales adjustments."
 - c. "Purchases."
 - d. "Exchanges."
4. Your Store Manager gives you a high-five and then says, "Last question: How can you get that Penetration Rate even higher?" How do you answer? (Select all that apply)
 - a. "Greet each SYW member and ask for their phone number so that the transaction is applied to the Penetration Rate."
 - b. "Create SYW accounts for all my friends and family, and then use their numbers for non-member transactions."
 - c. "For non-members, explain the benefits of SYW and ask them to join."
 - d. "Use a different register for non-SYW transactions."