



Shell WorkJam



Frequently asked Questions & Answers

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General

What is WorkJam?

WorkJam is SOPUS's chosen platform for your Frontline Staff engagement, activation and empowerment. It is a mobile app that enables Retailers and their Frontline Staff to **Learn** via training tools, to **Connect** to others within their networks, and to Be **Rewarded** for delivering the best Customer Experiences onsite. It is web, tablet and mobile friendly.

Why is SOPUS rolling out WorkJam?

SOPUS recognizes that onsite staff and site operators are the face of the Shell brand at Shell branded sites. Therefore, SOPUS and wholesalers should work closely together to try and bridge the gap between effective learning and development, incentives and rewards for value added growth initiatives, and support for wholesalers when empowering and motivating their staff. WorkJam replaces the Retail Learning Portal which was de-commissioned in late February.

Why was the Retail Learning Portal ("RLP") de-commissioned?

Today's workforce is more engaged, connected and effective at using digital channels. The RLP has been successful but training alone is not enough - we need to hear from our wholesalers and their staff (2-way communication), provide instant rewards, share relevant content to targeted audiences and enable Shell-branded wholesalers to also utilize for their own training. WorkJam is a mobile app that will enable the staff at your sites to feel engaged, empowered and connected to Shell programs and is web, tablet and mobile friendly.

**When will WorkJam be rolled out?**

The national rollout in SOPUS markets is planned for the beginning of August 2018.

Will Motiva be adopting WorkJam?

Initially, WorkJam will be rolled out in SOPUS markets only, but it is anticipated that it will be made available to the entire Shell branded network.

Who should I contact for any Media enquiries?

Any media inquiries should be directed to the Shell Media Line (832-337-4355).

Are you required to deploy WorkJam for your Shell branded sites?

There is no requirement to deploy WorkJam within your network of Shell-branded sites, but it is envisioned that wholesalers will see the value of this voluntary platform to drive site level customer facing engagement and hence value to, not only the Shell brand, but also to their own business.

How do I earn points?

Points can be earned by completing surveys and training found within the Training Center on the app. Additional points can be earned through Shell promotions and programs found on the channel(s).

Is there a limit to the amount of rewards that can be earned or redeemed within a year?

There is no limit to the amount of rewards that can be *earned* within a calendar year. There is a limit of \$599.99 worth of points that can be *redeemed* within a calendar year. All users are responsible for any and all taxes, if any.

How are points converted when redeemed in the system?

For items redeemed through SOPUS's third-party administrator, Online Rewards, (e.g. an Amazon gift code), the value of the points will be \$0.10 per point. For example, 50 points can be redeemed for an Amazon \$5.00 gift code. For items redeemed for Fuel Rewards, the value of the points will be 1 cpg per point. For example, 50 points will equate to 50 cpg (up to 20 gallons per fill), (i.e. \$6.00 off 12 gallons of fuel).



Wholesaler

How do I register?

There are three ways to register:

a) Open registration

1. Go to the WorkJam URL at Shell.US/WorkJam
2. Click on the Register for WorkJam button
 - Provide your first name, last name, and username or email address
 - Select your location
 - Select your position within your organization/network i.e. wholesaler/head office staff, dealer, site manager, or cashier
 - Create a password

b) Via access codes

- If you choose this form of registration, you will receive an email with a link to download the app and an access code to register and create your own unique password

c) Via your wholesaler administrator

- If your organization already has an identified WorkJam administrator, your administrator can create the organization hierarchy and can add all users within the application
- Each user will receive an auto generated email with a link to download the app and a unique access code to register and create their own unique password

What are the benefits to wholesalers and dealers of participating in WorkJam?

In addition to the functionality to support Shell programs, wholesalers also have the option to establish their own “channel” via WorkJam Business to communicate directly with their network of employees. Some potential benefits to this unique wholesaler channel are:

- Increased Wholesaler’s effectiveness with Shell program execution
- Custom communications and engagement with wholesaler’s own network

How do I set up my Administrators?

Guidance for establishing a wholesaler administrator and/or wholesaler channel are available on the MarketHub/WorkJam page on the right-hand side titled



Registration Instructions. Download and populate the excel titled Admin and User Upload Process and follow the instructions for submission.

What if I don't want Shell sending messages and notifications directly to my staff?

Shell will not be sending messages and notifications directly to site staff except for award notifications for winning promotional contests.

What type of content will Shell be sharing?

SOPUS will use the Platform to share Content and training for both you and your site staff that includes communications about current and forthcoming national and/or regional sales and marketing promotions and even loyalty programs and incentives. From time to time, SOPUS may use the Platform to communicate issues related to our systems and programs but will not direct the manner or means in which you accomplish your operations, day to day tasks or activities.

Is there a cost to the wholesaler, if they decide to use it for their own training and/or communications?

Usage of basic functionality within the app will be at no cost to the Wholesaler. Initial usage of WorkJam Business features will also be at no cost to you. However, this may change if demand for these features exceeds contracted levels.

Access Codes – How do I get an access code?

Access codes are not required if you have opted to use Open Registration. However, if you are using WJ Business, an access code will be provided via email to all those users that you have identified as Admin, Dealer or Site Manager within the User Upload Process.

Additionally, users in managerial positions may be configured to oversee specific regions or subsets of locations based on the wholesaler organization construct. This will require further consultation for setup and deployment in the tool. Guidance for establishing a wholesaler organization hierarchy within WorkJam is available on the MarketHub/WorkJam page within the admin guidelines.

Why are Access Codes required and what are they used for?

Through open registration, all users will be granted default access to basic functionality within WorkJam. However, higher level access can be granted to



administrators, dealers and site managers through assignment of access codes. which are tied to different security settings within the application e.g. add/edit users, reporting, setup of channels and target audiences etc.

Once I have been granted access to WorkJam, will I still need to use an Access Code to log-on?

No. Access codes are only used to register/signup for WorkJam. Once you have been set up in WorkJam i.e. have an email address and password, you will use your email and password to log-on to WorkJam. If you are using your own personal device to access WorkJam, then once you log-on for the first time you can choose to stay logged on and will not have to re-enter your email and password when you next access the WorkJam app from that same device.

Who do I contact if I need help with WorkJam?

For assistance, please contact the Shell Helpdesk at SSC@Shell.com or 1-866-447-4355 (1-866-HI-SHELL) Option 8.

What is WorkJam Business?

Wholesalers can utilize features in WorkJam that allow them to communicate quickly and easily across their teams or network. For a business that wants to customize communication, engagement and oversight within their networks, WorkJam Business provides the solution for this. To help you get your organization setup so that your managers can see reports and monitor activity on WorkJam for their particular region or subset of locations, simply send your request to SOPUS-WorkJam-US-fuels@shell.com for further consultation and we'll help you get started with this!

What is geofencing?

Geofencing is a feature which can apply a geographic restriction to mobile devices while trying to access Training within WorkJam. The geofence radius is set at the location level and can be “turned on” when assigning Training Assignments to employees.

How does a wholesaler implement geofencing for their location/sites?

Default geofencing is enabled for use across the platform. BU Admins can change the default values for their sites if desired or necessary under Manage Company, Accounts, Location. Next, select which Training you would like to restrict to the



geofence and select geofencing from the Restriction drop-down list under Security.

If my site does not have a tablet, how do we get one?

There are currently no programs supported in ordering tablets at this time. If you did not receive a tablet last summer as part of the Instant Gold Status launch, an affordable tablet can be purchased at your local store at your own expense. It is key to note that self-purchased tablets will NOT have Shell-supplied 4G or be eligible for the Knox licenses, however, the tablet will be able to have all other capabilities as the Shell-supplied tablets, such as the ability to download WorkJam. If a site would like to order a stand separately, Specs can be provided for compatible tablets. Further information can be found in the tablet user guide.

Site Staff

How can I access WorkJam?

For first time users, you will download the WorkJam app to your preferred device (computer, tablet, cellphone) and then complete the registration.

If you have already registered and have the WorkJam app, you will log on to the app with your credentials.

How do I register?

There are two ways to register:

a) Open registration

1. Go to the WorkJam URL at Shell.US/WorkJam
2. Click on the Register for WorkJam button
 - Provide your first name, last name, and username or email address
 - Select your location
 - Select your position within the organization i.e. wholesaler/head office staff, dealer, site manager, or cashier
 - Create a password

b) Via access codes

- If your wholesaler chooses this form of registration, you will receive an email with a link to download the app and an access code to register and create your own unique password

**Can I use my cellphone at work?**

While WorkJam can be accessed via cellphone, site staff should be guided by their respective cellphone usage policy as outlined by their wholesaler/dealer/site manager.

How do I get my rewards?

Rewards can be claimed/redeemed within the WorkJam app. You can choose to get Fuel Rewards added to your account, shop the Rewards catalog for merchandise and other prizes or select an Amazon gift card. It's all integrated in the App.

If I want to do refresher training on a module that I have already completed, can I and will I get credit for it?

Users can repeat the training modules as needed but credit/rewards will only be awarded for the first completion of the module.

Can I use the Fuel Rewards registration tablets for WorkJam?

Yes, the WorkJam app will be available on the Fuel Rewards tablets. Just log on with your individual credentials.

Why can't I access WorkJam training outside of my location?

Depending on the site, different geolocation restrictions will be put in place. This allows for training to be restricted only to the sites if necessary.

How do I create my own "Channel"?

Instructions are available underneath WorkJam Job Aids/Training. Download the pdf titled WorkJam Job Aids/Training Messaging & Communication to view.

Functionality**How will I know if there is new training or information on WorkJam?**

Guidance for basic or admin functionality within WorkJam is available on MarketHub under the WorkJam Job Aids/Training section. Any upcoming training and associated schedules will also be published on MarketHub under the Training section.