

# The 24-Hour Rural Grocery Model

- ▶ The Future for  
Community Sustainability and Small-Town Growth



Presented by Alex and Caileen Ostenson of  
**RURAL GROCERY SOLUTIONS**



# Real Life . . .

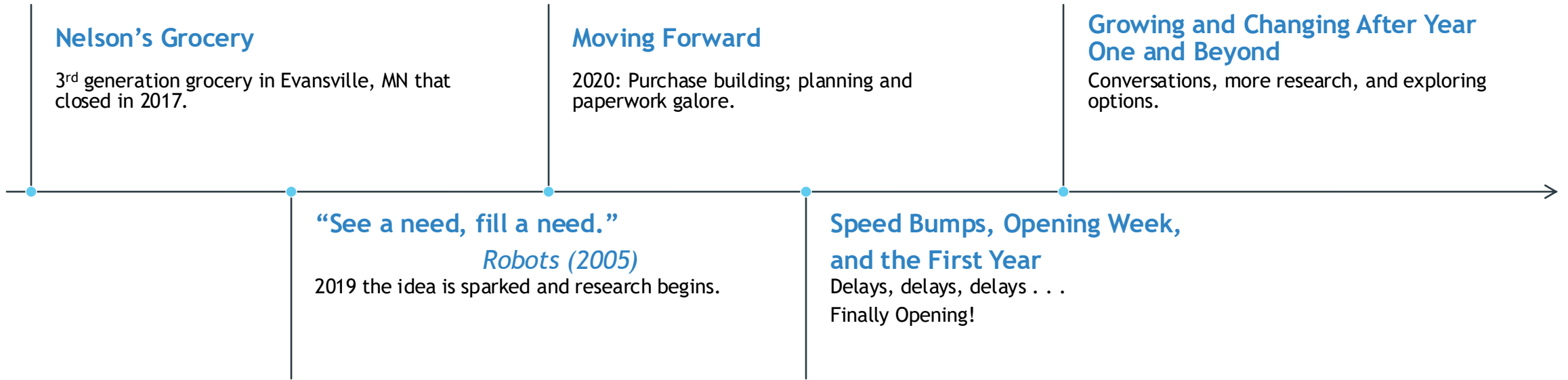
- ▶ Have you needed bread/milk/pizza but got stuck at work late?
- ▶ What if field work ran into the night due to breakdowns and your local grocery is closed and you need to feed the crew?
- ▶ It's Easter/Thanksgiving/Christmas and more family showed up than expected. You ran out of stuffing. You opened the milk and it was sour. Your rural store is closed... Now what?
- ▶ Sometimes life can happen at the most inconvenient times.



# Today's Rural Communities

- ▶ **We're in the age of convenience and instant gratification.**
  - ▶ 2<sup>nd</sup> day online delivery
  - ▶ Big Box delivery
  - ▶ Curbside pickup
- ▶ **Challenges of Mainstream Options:**
  - ▶ Big One - draws support away from our local businesses.
  - ▶ The Cost of Customer's Time
    - ▶ It's midnight, my infant spiked a fever, and I'm out of medicine.
    - ▶ It's Christmas Day and 6 extra people unexpectedly showed up.
- ▶ **Bringing 24hr shopping to rural communities mean keeping our neighbors local.**






# Our Timeline

# The hardest part of 24 access isn't the door, it's everything else before the door opens.

24hr access is becoming more common, and *we've experienced just about everything from the ground up.*

- Sign-ups
  - Door Access
  - Paper renewal/expiration notices.
  - Disable access at expiration.
    - “Oh, yeah!”
- In-Store Renewal
  - Renewal payment
  - Re-enable access
  - Update the spreadsheet
    - Don't Forget!





**Are you ready to  
modernize your store?**

## Gaining Interest

- Our situation was not unique, but our approach is.
- Needs to be ‘turnkey’.
- Easy for all ages.

## Improve Efficiency

- User-friendly systems & equipment.
- The search for systems.
- Affordable price.

# RURAL GROCERY SOLUTIONS



- ▶ Responsible for growth of model.
- ▶ Software development.
- ▶ Consulting.

## **Step One: More efficient.**

Digital  
Online sign-ups  
Minimal interruptions for manager

## **Step Two: Reduce labor.**

Approve/deny only  
Auto send renewals/expiration  
Auto disable access

## **Step Three: Build systems that are unique to rural grocery.**



# Talvik HQ

by Rural Grocery Solutions

- Member management
- Key to the model
- Payment integrations
- Door access integration
- Meet Tali, your grocery assistant





# Talvik HQ

## Personally Designed, Developed, and Tested

- Built by rural store owners.
- Faster turn around for adjustments.
- You are priority.
- Talvik HQ app for owners & staff.

## Renewals & Expirations

- Auto sends renewal notices 14 days prior to membership expiration.
- Auto sends expiration notices and disables door access on expiration date.
- Every notice includes a Payment Link. No more mandatory in-store renewals!
- Increased success rate for Membership renewals.

## Membership Sign-Ups

### **Traditional**

- in store sign-up (via online form)

### **Hybrid**

- Online sign-up, manager approves, & payment link sent.

### **Instant Access**

- Scan QR Code, pay, & access in minutes.

# Benefits of Talvik HQ and After-Hours Membership Shopping

## Customer Benefit

- ▶ *Any time access* to the grocery store.
  - ▶ Holidays, late nights, or early mornings? No problem!
- ▶ Easy to use systems in place.
- ▶ Staying local = saving time
  - ▶ Greater opportunity to support local.

## Store Benefit

- ▶ Increased shopping opportunities = Increased sales
- ▶ Increase revenue from memberships
- ▶ Capture new/different customer groups by meeting *their* timing needs.
- ▶ No need to increase staffing hours.



# Lessons Learned Over 5 Years

- ▶ Members are your supporters; therefore, theft wasn't an issue.
- ▶ It became increasingly harder to get people into the store for sign-ups (or renewals).
  - ▶ **Solution:** Even when we are closed, Talvik HQ successfully processes sign-ups & renewals.
- ▶ Our Member shopping stays consistent, even as seasonal changes occur.
- ▶ Membership renewals have increased since allowing remote renewal.
  - ▶ Members can renew when they are ready (instead of scheduling in-store time).
- ▶ Members are a new category of customers that we've captured.
  - ▶ Finding ways to enable off-site sign-up and renew outside of normal business hours is *essential*.
  - ▶ Due to their schedules, most Members shop **after** we're closed.

# Have you experienced friction with...?

- Seasonal changes
- Incoming/outgoing
- Anticipating customer product needs/preferences before they ask
- Over ordering as the season is nearing its end.

As we modernize rural grocery, we are now provided with *actual data* that can help us stay in front of seasonal changes ...  
... instead of falling behind and missing the wave.

Let's chat on how  
Rural Grocery Solutions and Talvik HQ can  
make a difference in your community.



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