

## April Partner Newsletter (Marketing)

Subject line: The Hydration Station - April Updates from Bevi

# The Hydration Station Bevi's Bi-Monthly Partner Newsletter

**Welcome to our April newsletter—focused on providing you with key insights to help you better serve your customers and grow your Bevi business. We appreciate your continued partnership!**

*(Interested in the bi-monthly partner technical newsletter from Bevi? Sign up [here!](#))*

### Featured Content:

- Learn what end users care about the most
  - Bevi at NAMA Show 2023
  - Proven success in the multifamily vertical
  - Operational updates: May webinars for The Well, technical reminders, and more.
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## End User Survey Results

Hundreds of users told us what they thought about Bevi by filling out the survey launched from our dispense screens (one of the many advantages of having a machine connected to the internet). Here are the highlights:

### Consumers love Bevi!

**Over 70% of users gave us a 5-star rating**



### Opportunity Areas

**Below are the top pain points users told us—while it can be hard to hear that a customer is less than satisfied, the good news is that you can help to easily turn that around.**

1. CO2 Outage
    - Solution: Leverage [The Well](#) to know when CO2 needs to be replenished to keep the bubbles flowing (and consider swapping a bit early if you're going to swap flavors or filters already).
  2. Flavor & Enhancement Outages
    - Solution: Use [The Well](#) to ensure machines are fully stocked with flavors and enhancements. Install [Double BIB kits](#) into high-usage machines to reduce outages altogether. A new "High Usage" icon (↑) on The Well will be available on May 5 to make it even easier (more on this feature below).
  3. Flavor Variety in Machine:
    - Solution: Scan your online machines on The Well for a "Low Performer" icon (↓) to tell you which flavors might be good to swap out. Look at the Unit Detail Page to see a breakdown of how all flavors are performing and share with customers ahead of a visit with [automated monthly usage reports](#) from The Well. You can also see if a unit has the mixing UI enabled to maximize user customization and allow for enhancements to be installed.
  4. Dispense Is Too Slow (Low Flow Rate):
    - Solution: Check to see if the filter in the machine needs to be replaced to improve the dispense rate.
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If you're planning to attend the [2023 NAMA Show](#), May 10-12 in Atlanta, stop by and visit us at **Booth 2053!** Hear from our CEO, experience our latest innovations, chat with our product team, and bring home some Bevi gear! Plus, learn how Bevi is elevating the future of the breakroom, and discover the insights our machines are giving us into Return to Office trends across the country. See the full agenda [here](#), and we look forward to seeing you at the show!

**#HydrateHappy with Bevi!**  
**Booth # 2053**

For more info on Bevi Events, visit [www.bevi.co/events](http://www.bevi.co/events).

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## Bevi: The Amenity Residents Love

*“You’re going to save money...increase resident satisfaction and make their lives easier...”*  
–Southern Land Company



We’ve experienced a lot of success with placing Bevi in multifamily properties for residents to enjoy. From customers like Greystar, JLL, and Bozzuto, one thing is clear—both residents and property management staff have fallen in love with Bevi! As many consumers work from home, having the same Bevi hydration options as they do at work has become a highly desirable amenity. Add sustainable practices and healthy hydration to the mix, and Bevi has proven to be the perfect solution.

We would love to partner with you on targeting this important vertical and helping consumers become more planet-friendly. **Set up a meeting with your Bevi sales representative to share best practices for the multifamily space and collaborate on sales opportunities.** In the meantime, start leveraging our new sell sheet with your multifamily prospects today!

Download: [The Bevi Multifamily Sell Sheet](#)

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## Operational Updates



### **NEW: Flavors & Enhancement BIBs Packaging Change**

Please note that starting in **May** all of our BIBs will be sealed with white plastic straps to improve shipping performance. **Please do not cut the straps** when installing BIBs in Bevi machines since they are required to hold the box together. **The box will fall apart if straps are cut.** You should only cut the straps to recycle the boxes and fold the cardboard after use!



### **COMING IN MAY: Filter for High-Performing Flavors and Enhancements on The Well to Double BIB**

Starting May 5, identifying ideal candidates for double bibbing will be easier than ever with our new **High Usage Indicator on The Well**. Quickly see when a flavor or enhancement is popular and should be considered for double bibbing.

**For The Countertop and The Standup .75/1.0/1.5**, our new Double BIB Kit combined with our latest software update allows for “double BIBbing,” which enables you to double up on the most popular flavors and enhancements, and reduce the number of replenishment trips you make. Easily install the Double BIB Kit with [this instructional video](#).

Double BIB Kits, part # 720-0134 are available now—[order yours today](#).

**For The Standup 2.0**, a Double BIB Kit is NOT necessary. The machine will automatically know when two or more of the same BIBs are installed and combine them into one icon on the dispense screen.

Please note that units need to be **connected to WiFi or Cellular** and **registered** on [The Well](#) in order to receive this software update.

## **WEBINAR SERIES: The Well Advanced Sessions—Get the Most from Bevi's Platform**

Looking for insider knowledge on the best ways to keep your Bevi machines stocked and your customers happy? Learn easy ways to improve your customer experience, reduce expenses, and increase revenue. During this webinar, you'll discover everything The Well has to offer, including a live demo and Q&A. Select the session that's right for you:

- Tuesday, May 9, 2023: 9:00 AM - 10:00 AM EST - [Register here](#)
- Thursday, May 11, 2023: 11:00 AM - 12:00 PM EST - [Register here](#)

## **REMINDER: Shipping The Standup 2.0**

Did you know that, if necessary, you can ship The Standup 2.0 on its back? Please follow the below guidelines:

- **Applicable Machines:** Standup 2.0s shipped after November 1, 2022. *No other machine versions can be shipped in this manner.*
- **Machine Shipping Orientation:** The Standup 2.0 can be shipped upright or laid flat on its back.
- Please note that **machines can never be double-stacked.**

Need more resources? Ask [support@bevi.co](mailto:support@bevi.co) to send you a Partner Training Resource list! If you need any information or assistance please visit [partners.bevi.co](https://partners.bevi.co). for videos, installation and troubleshooting guides, and Remove and Replace documentation.

If you have any questions, please reach out to your Bevi Sales Representative.

For Technical Support, email [support@bevi.co](mailto:support@bevi.co) or call **866-704-2384**.