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Fresh Funds

February 2023

Agenda

01 Overview

02 Customer Journey – Mobile

03 Customer Journey – Web

04 Troubleshooting

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Fresh Funds

Overview

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Funding Healthy Decisions

Financially empowering individuals to make their own healthy eating decisions can make a huge impact in their lives. Our Fresh Funds program allows benefit providers to fund category-specific stipends so recipients can make their own wellness choices.

As a Fresh Funds recipient, you can redeem your funds in a click, and they will be added to your Instacart account and auto-applied on all eligible items at checkout — making healthy eating easier than ever. You can view additional terms here or keep reading for more information on how to use Fresh Funds.

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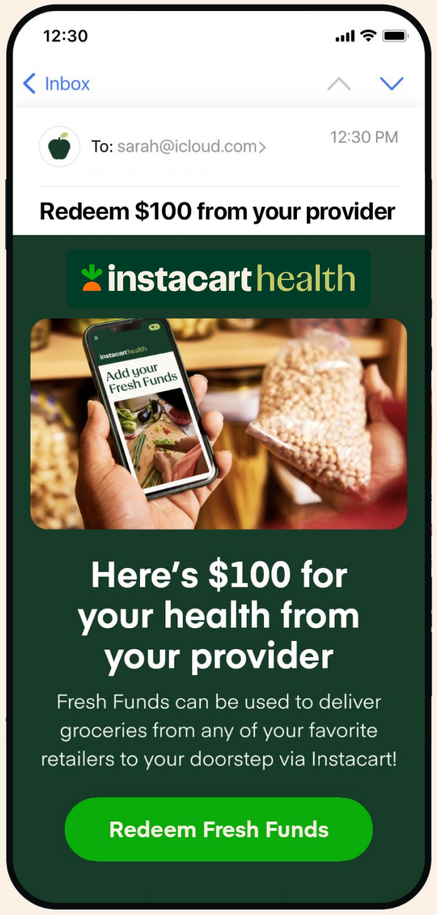
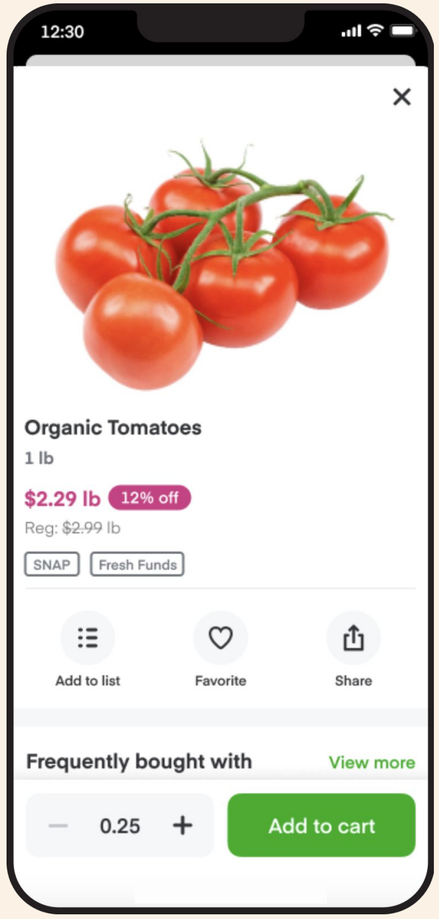
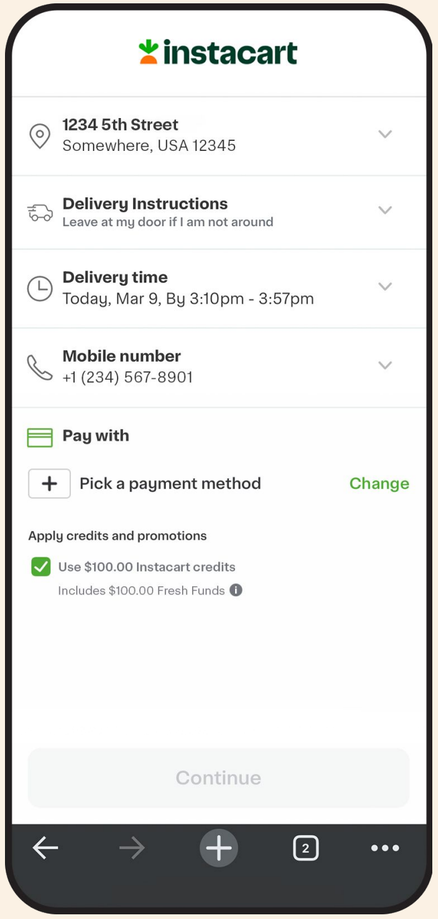
Using Fresh Funds: Overview







01 Click on the Fresh Funds code you received to see conditions and log in/sign up for an account.

02 Shop for qualifying items from your favorite retailer.

03 Automatically apply your Fresh Funds and complete your order!

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Fresh Funds

Customer Journey- Mobile

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MOBILE WEB

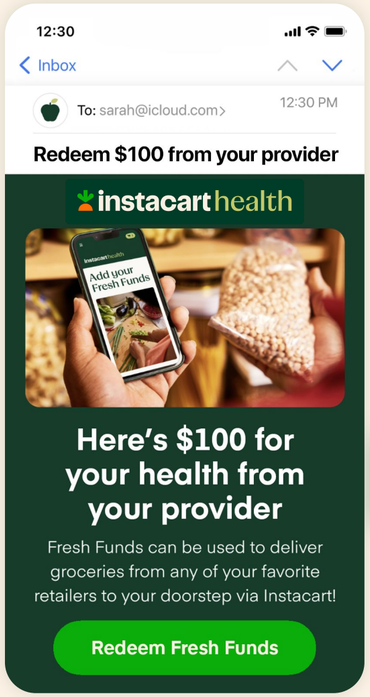
New Customer

01 You can expect to receive your code via email, QR code, or website.

02 Click on your invitation to be taken to the Fresh Funds home page, where your code will be pre-populated.

03 Optional: Scroll down the page if you want to see more info.

04 Login or sign up. Ensure you're using the same email address for processing the transaction as you did for sign up.



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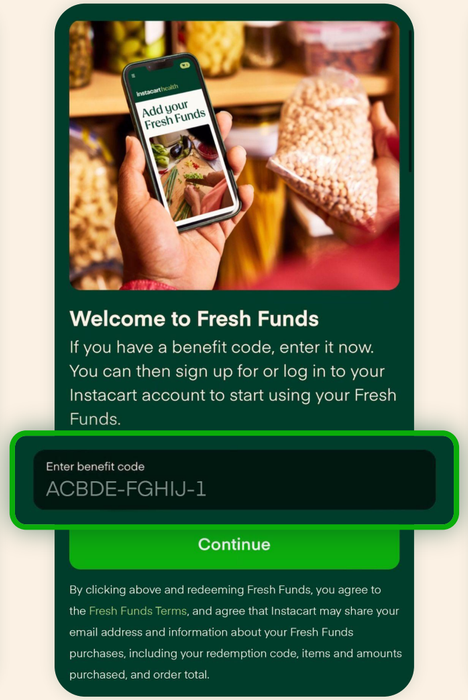

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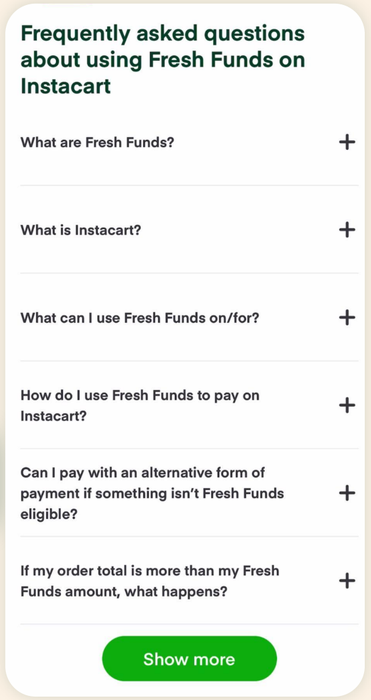

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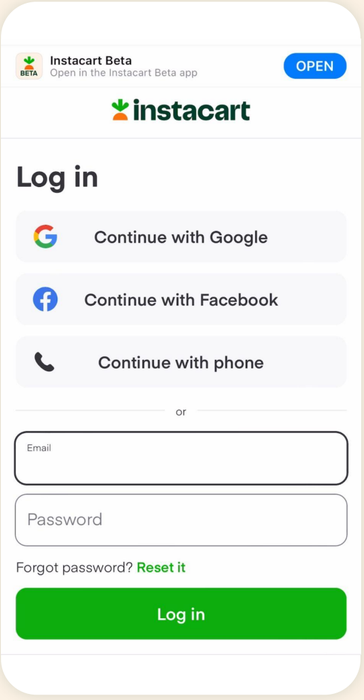

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MOBILE WEB

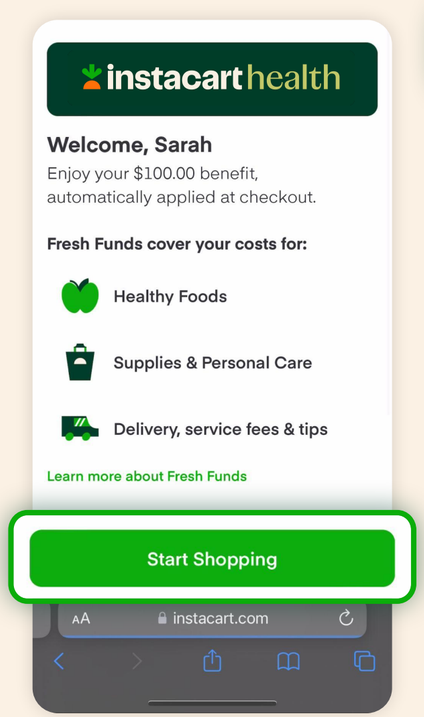
New Customer

05 **Upon logging in, you'll see more information about your Fresh Funds and the usage criteria, including available categories. Click start shopping when you're ready to go!**

06 *Optional:* Double check that your Fresh Funds have been redeemed by selecting the three lines in the top left corner.

07 *Optional:* Then, select "Track credits and promos."

08 *Optional: Lastly,* scroll down to see your Fresh Funds credit populated. You can also click the (i) to review the benefit terms in more detail.



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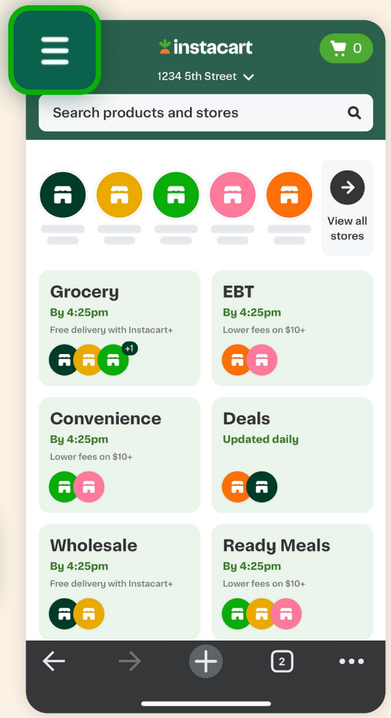

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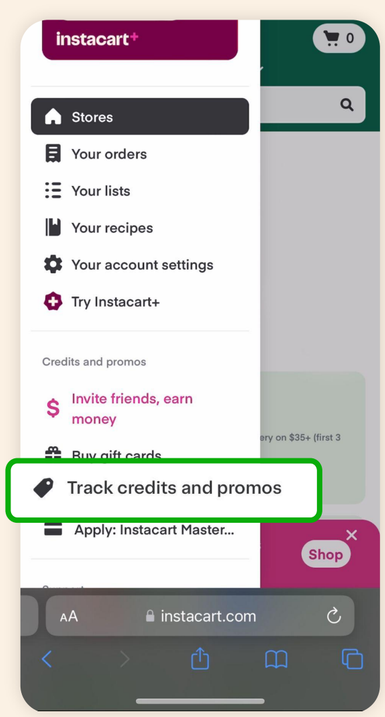

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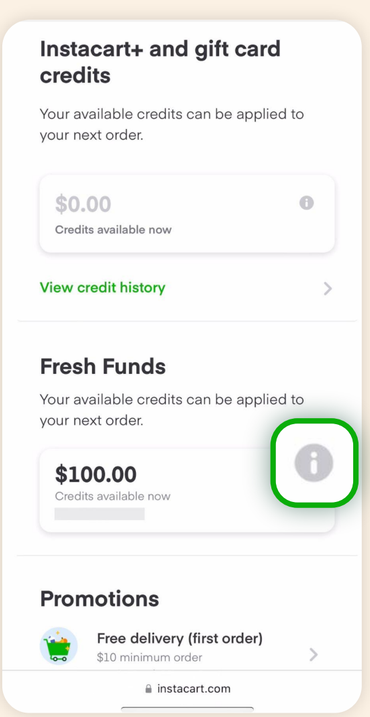

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MOBILE WEB

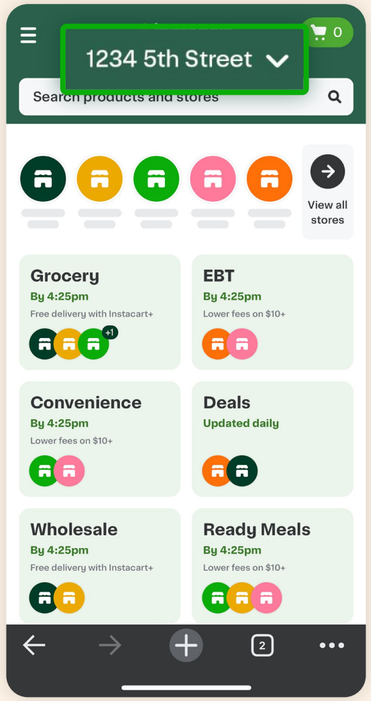
New Customer

09 To begin shopping make sure you have the right delivery address at the top of the screen.

10 Select a store and start adding items to your cart.

11 Check if the item is eligible by either looking for the Fresh Funds badge on the storefront or by clicking on the item.

12 Proceed to checkout, and be sure to add any relevant delivery instructions and a mobile phone number for order updates.



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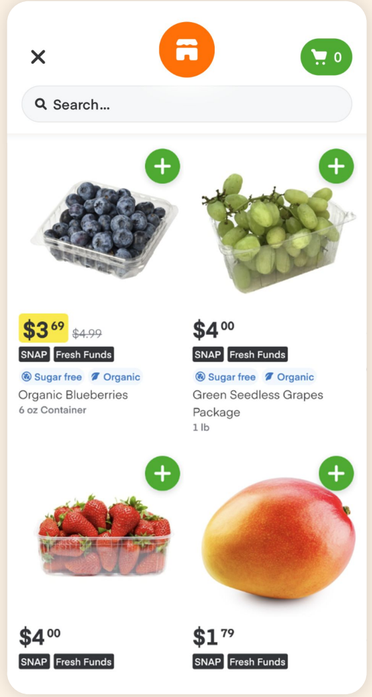

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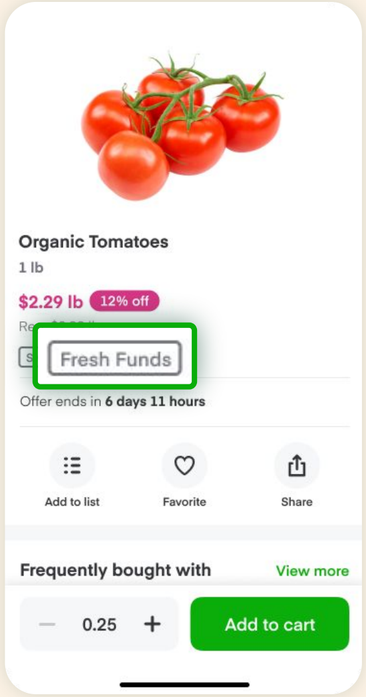

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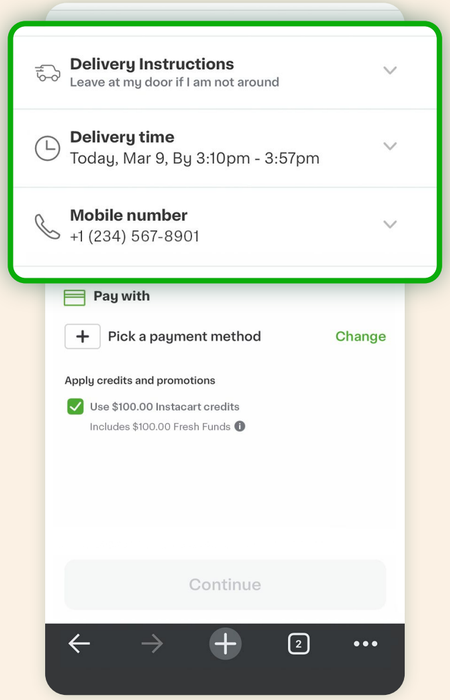

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MOBILE WEB

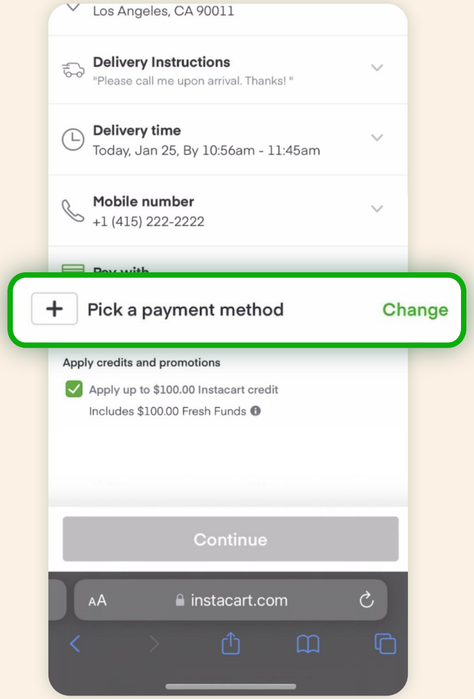
New Customer

13 **You will need to add a backup payment method (such as a credit, debit or prepaid card) in order to see the credit reflected in your total and check out. Make sure you check the box to apply your Fresh Funds to your purchase as well!**

**Please note that government assistance (ie EBT SNAP) or health plan benefit cards are not accepted as backup payment methods.*

14 *Optional:* If you want more information, you can select the small (i) next to the Fresh Funds section.

15 **Before you check out, you can see how your Fresh Funds are being applied to your final order total and make sure all the items you're ordering are covered. Once you place the order, a hold will be placed on your backup payment method.**



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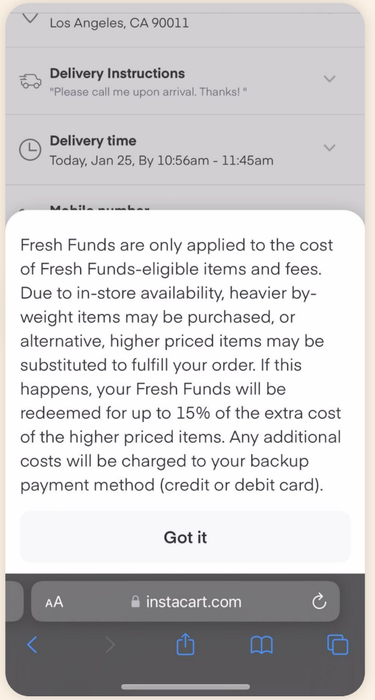

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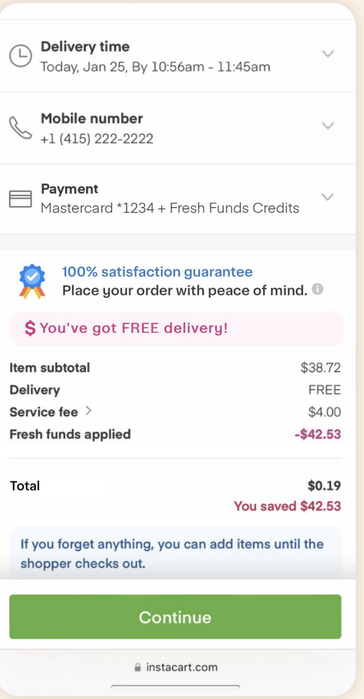

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Fresh Funds

Customer Journey- Web

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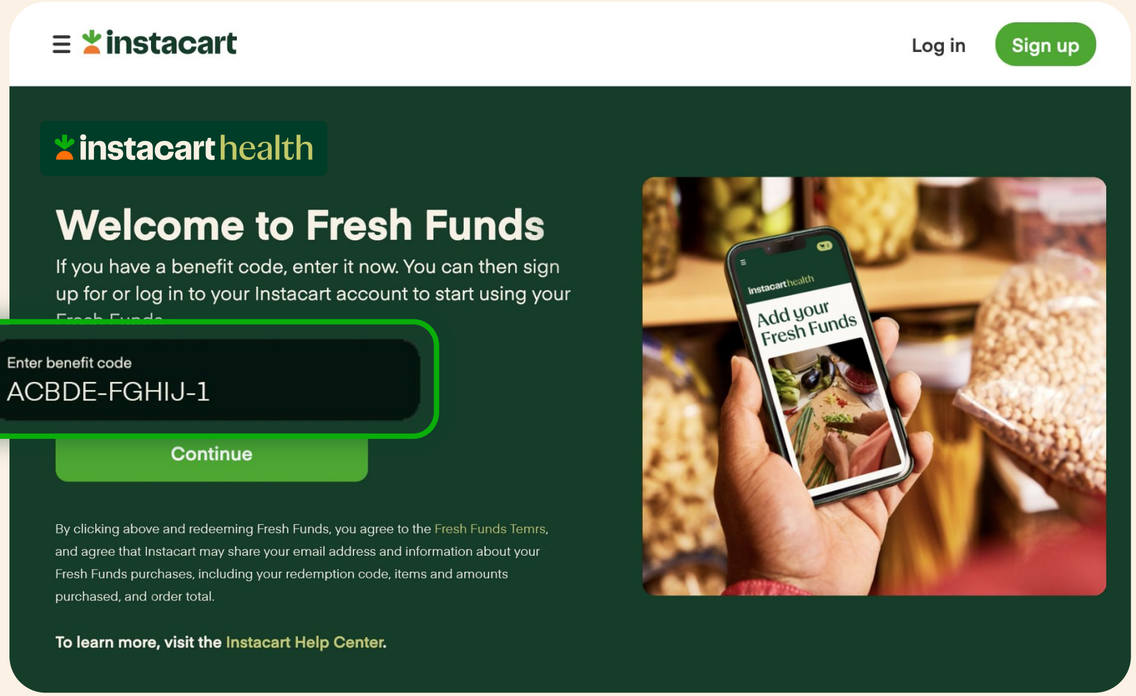
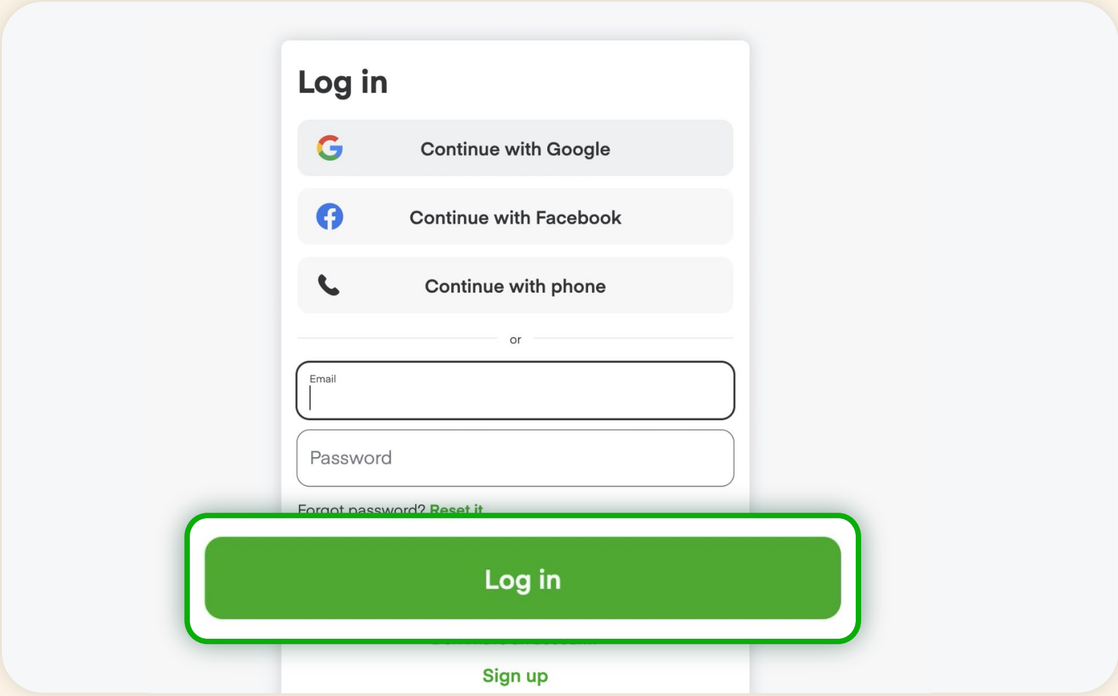
WEB

New Customer





01 You will receive your code via email, QR code, or website. Upon receiving your code or redemption link, you'll see this home page. The code will pre-populate in the screen.

02 Login or sign up. Ensure you're using the same email address for processing the transaction as you did for sign up.

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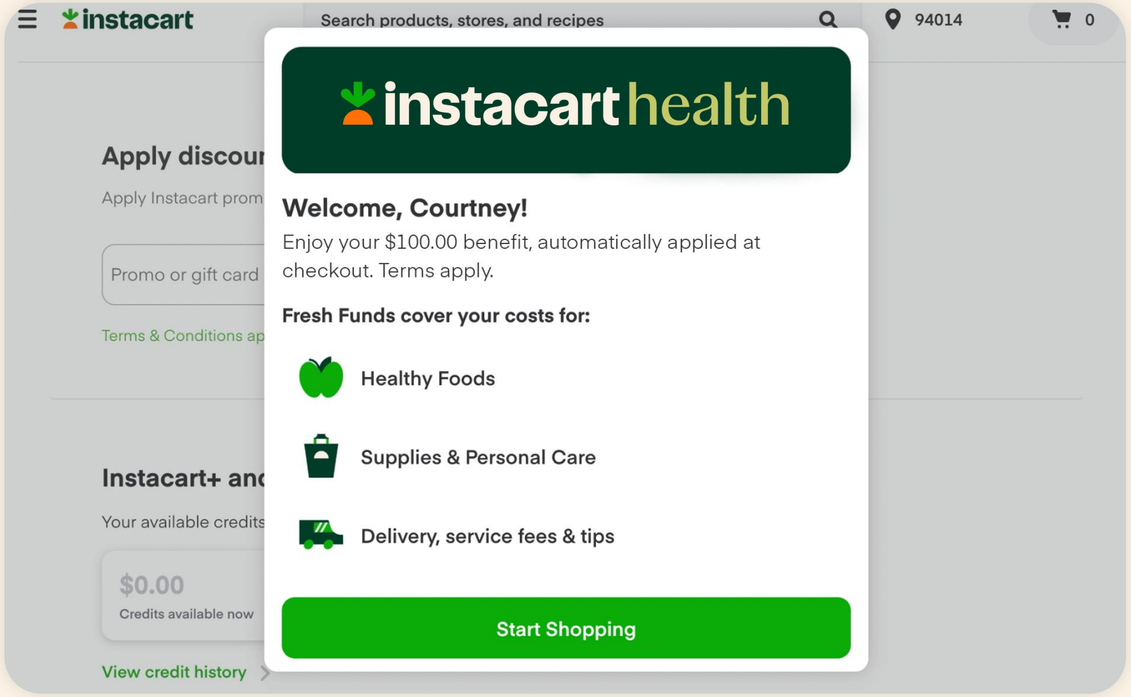
WEB

New Customer



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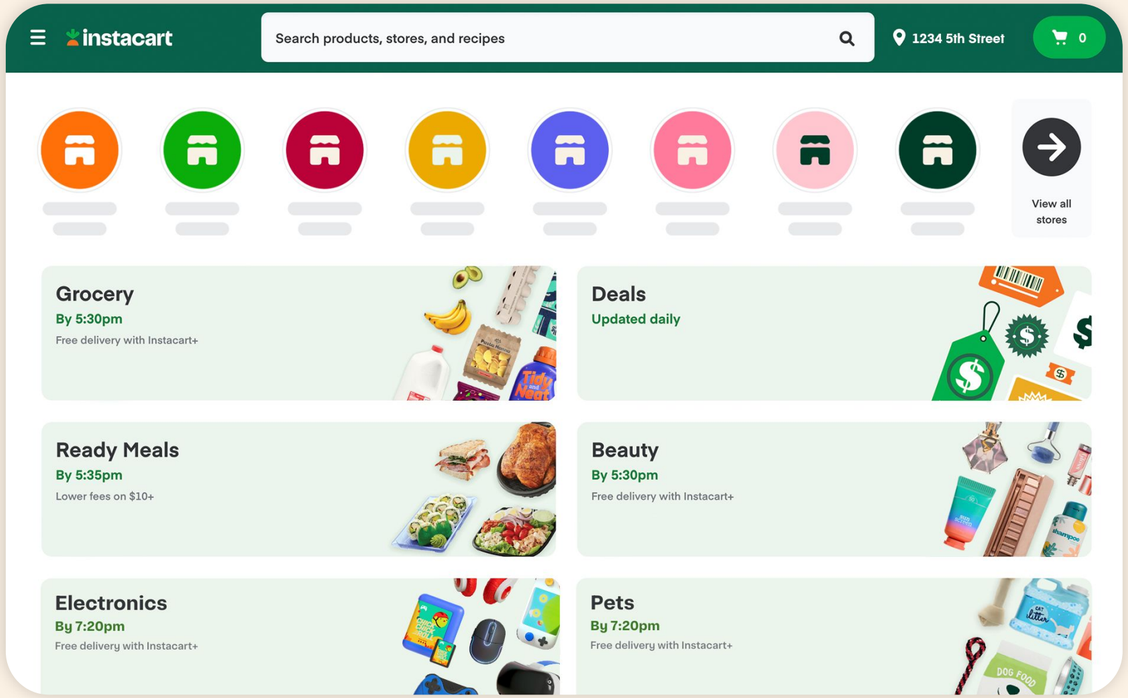

04 Click start shopping when you're ready to go!

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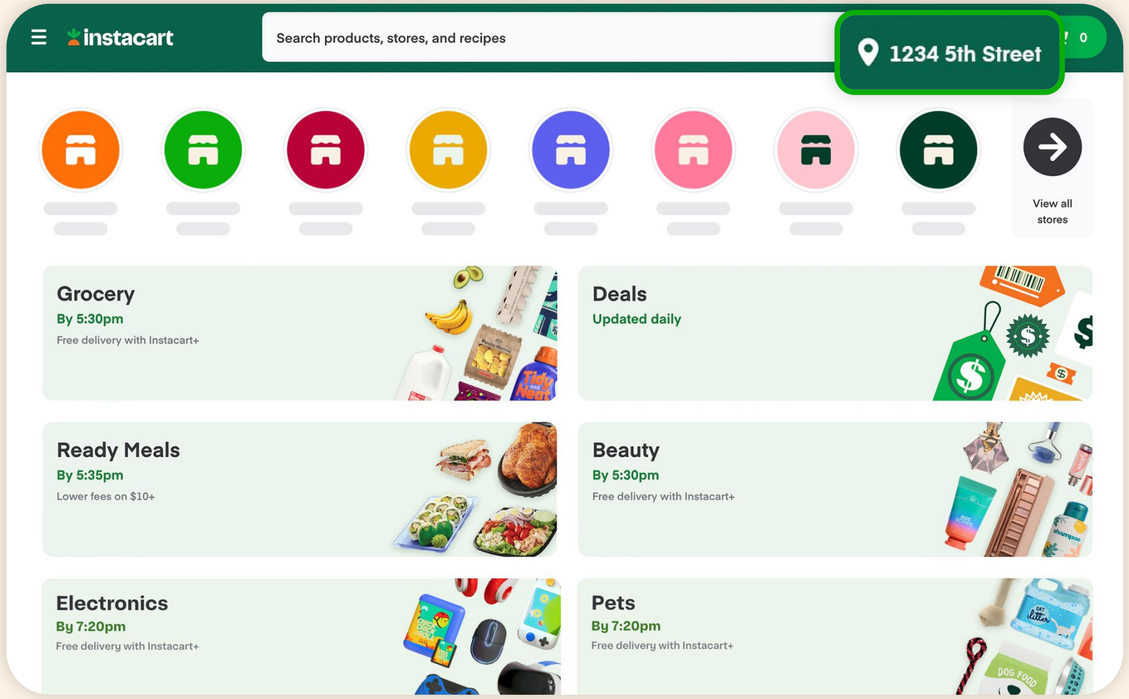
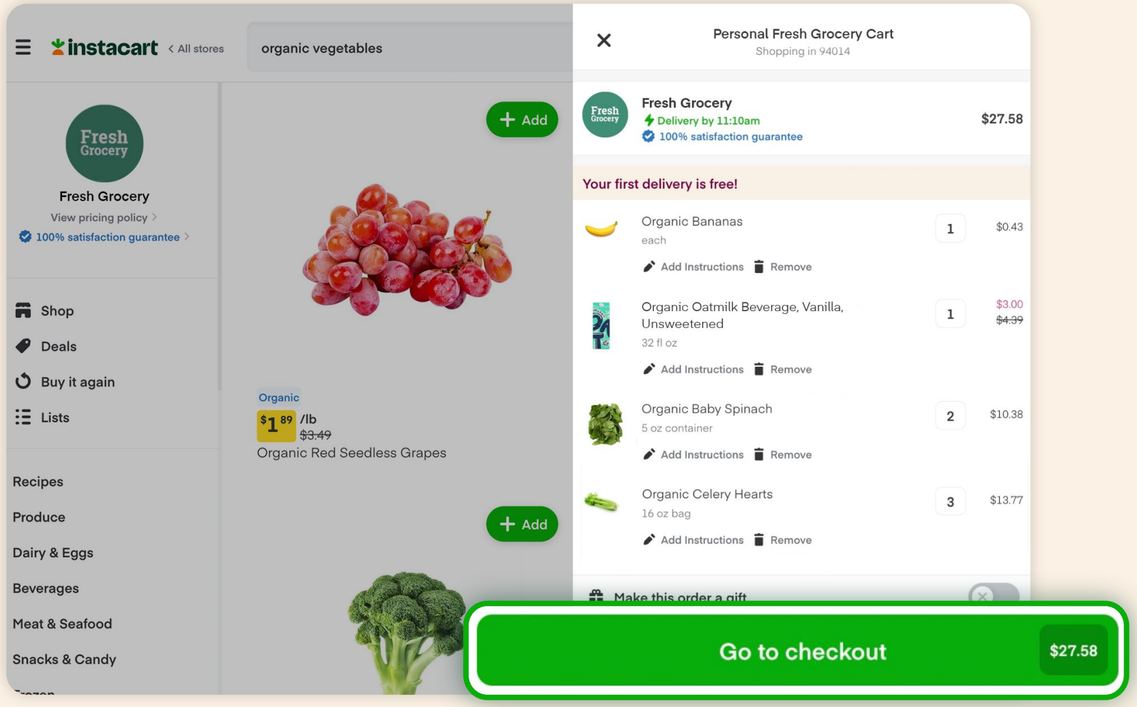
WEB

New Customer



05 To begin shopping make sure you have the correct delivery address at the top right of the screen.



06 Select a store and begin shopping. Once you've added all items to cart, make sure they match your Fresh Funds criteria, and "Go to checkout."

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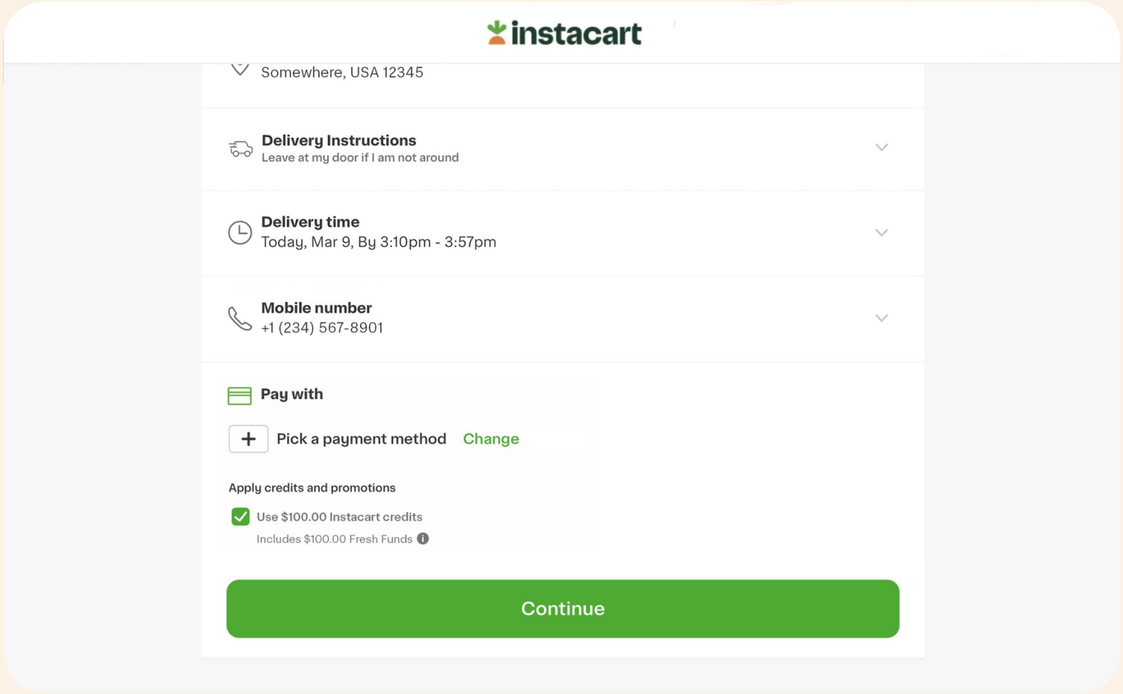
WEB

New Customer



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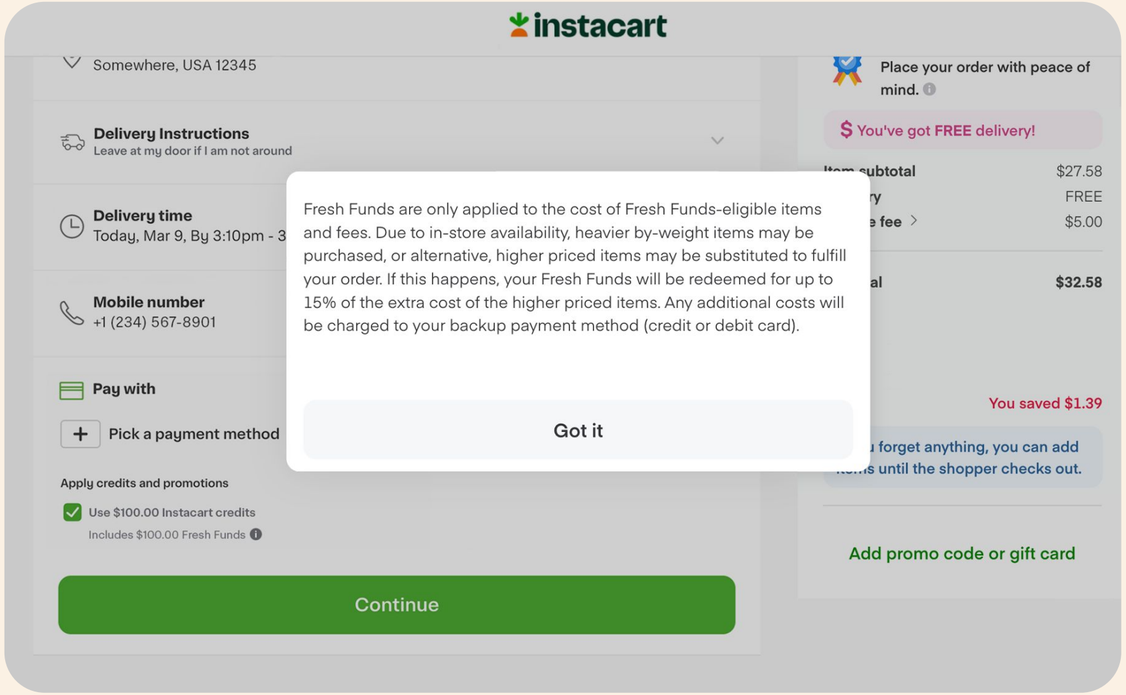

06 *Optional:* If you want more information, you can select the small (i) next to the Fresh Funds section.

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Instacart 101–Customer Journey

Troubleshooting

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Having issues ordering?

For seniors or those requiring additional technology assistance, please advise your clients to get in touch with our specialized support line here.

You can also browse specific help topics or chat with a member of our customer care team on our support page here.

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Thank you!

healthteam@instacart.com

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