instacart health

Welcome to Instacart!

Prepared for: Montgomery County, MD
April 2024

CONFIDENTIAL

Instacart 101–Customer Journey

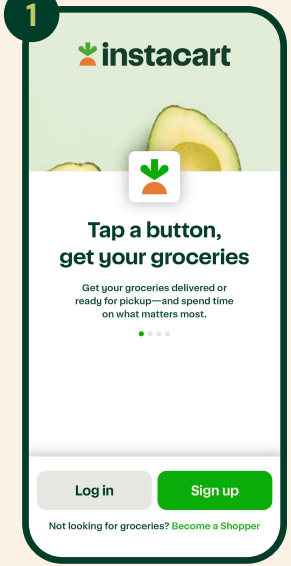
How to Sign Up

instacart health

instacart health

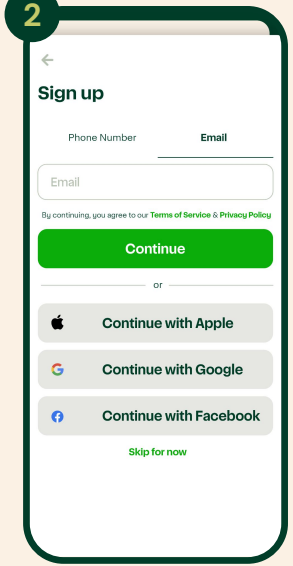
Creating an Account

1



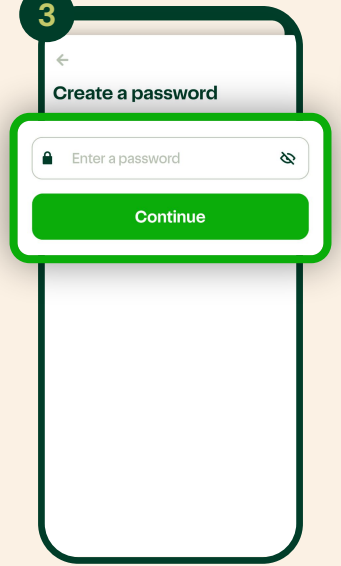
Visit our website at www.instacart.com/signup or download the mobile app.

2



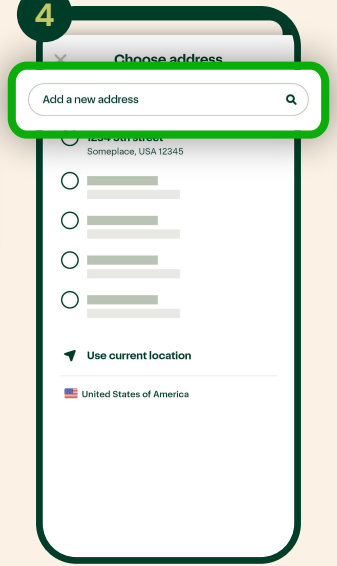
Enter your email address or phone number or continue with an Apple, Google, or Facebook login.

3



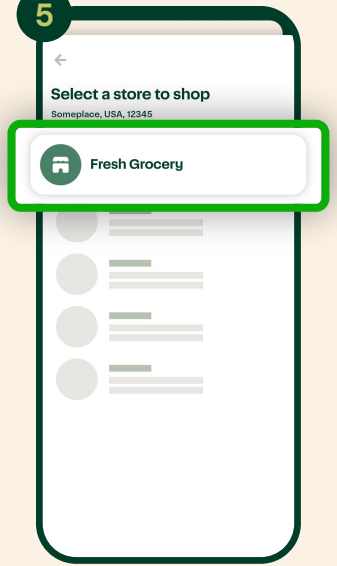
Create a password.

4



Enter your physical address to see which nearby stores are available for shopping.

5



Select an available store to start shopping!

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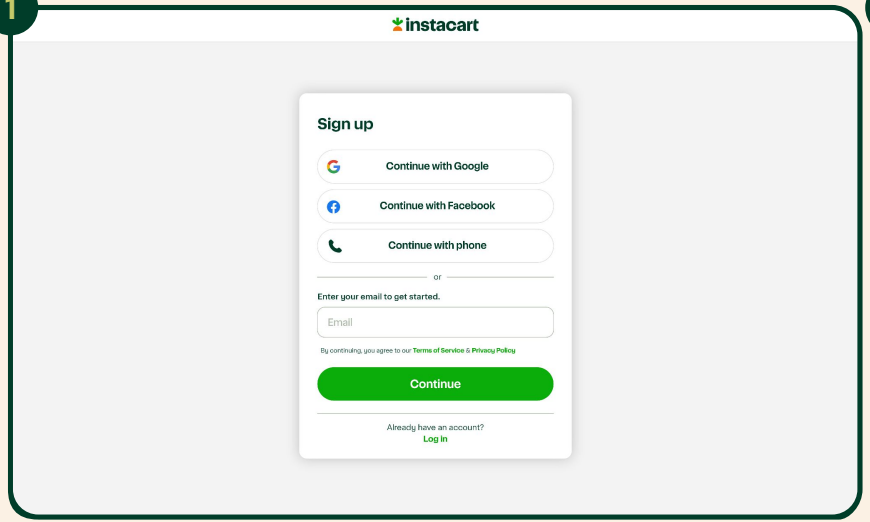
Creating an Account

1



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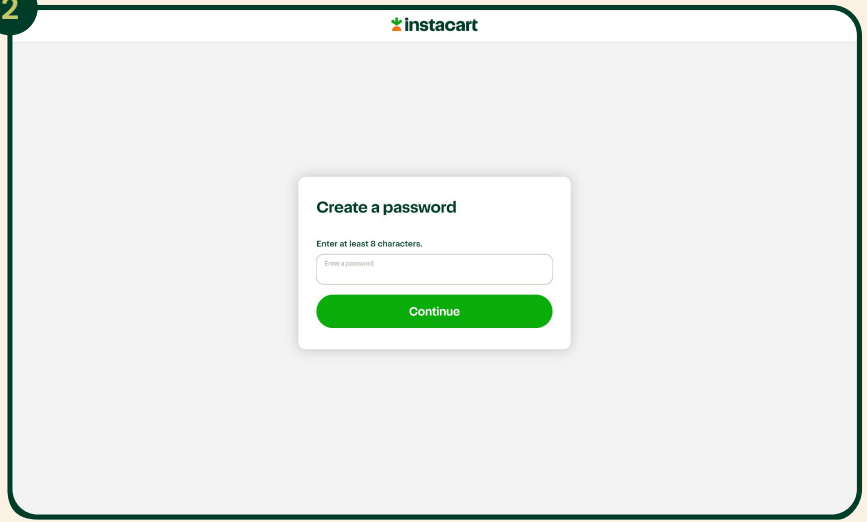
2



Create a password.

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Creating an Account

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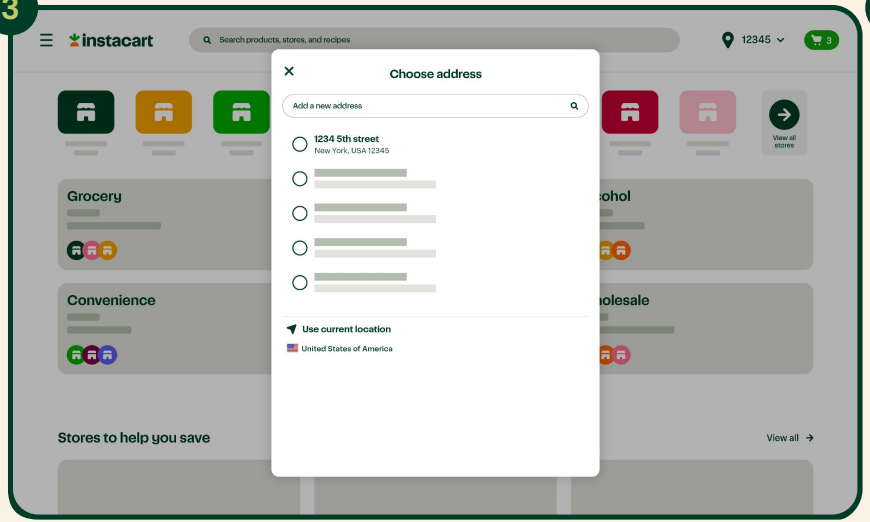

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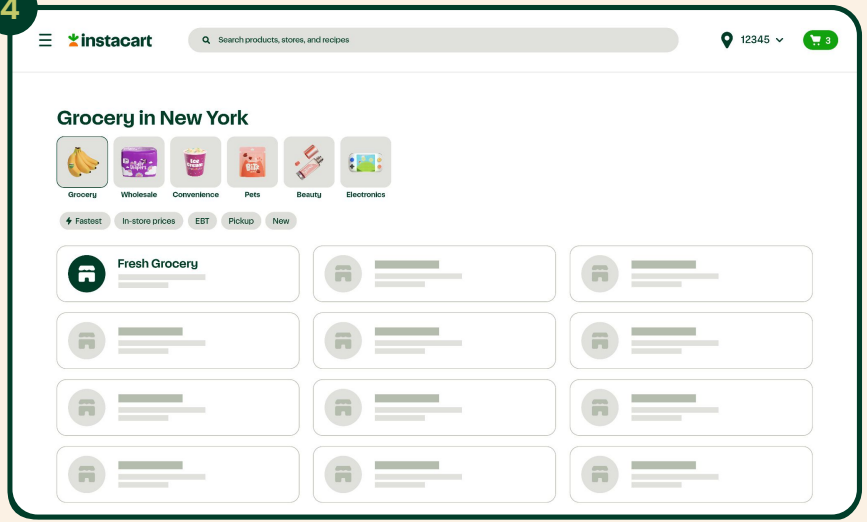

Select an available store to start shopping!

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Instacart 101–Customer Journey

How to Place Your First Instacart Order

instacart health

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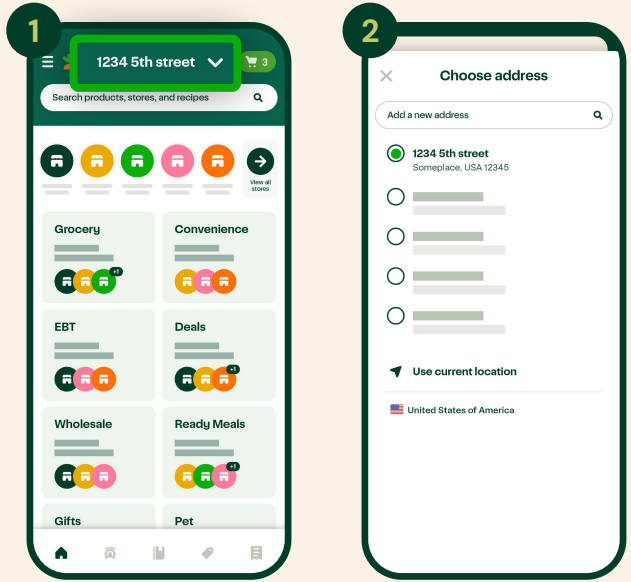
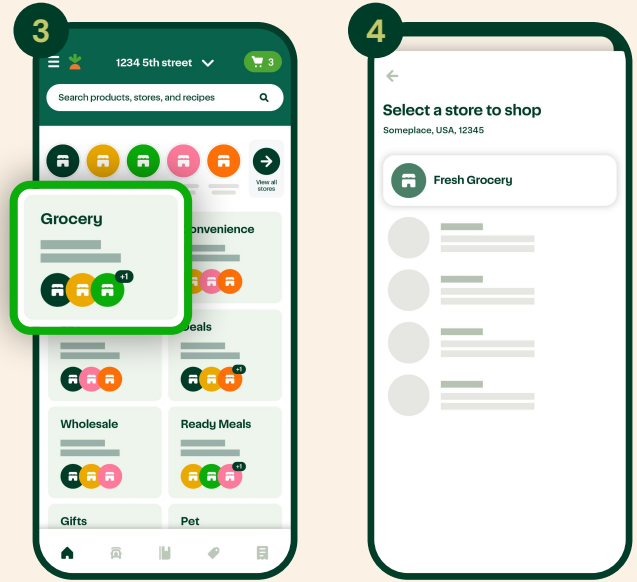
Starting an Order



At the top of your home screen, enter your delivery address.



Select a store or select the “Grocery” tile to start shopping. After selecting the “Grocery” tile you’ll be brought to a list of stores in your area.

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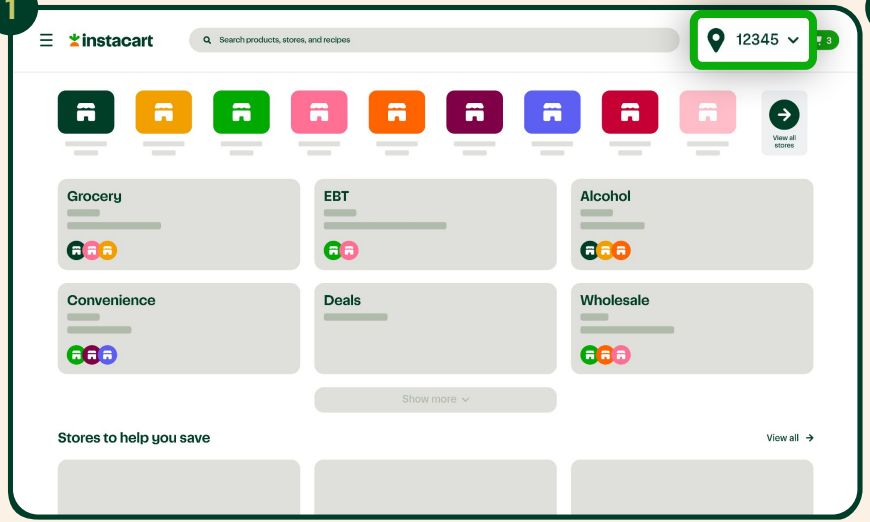
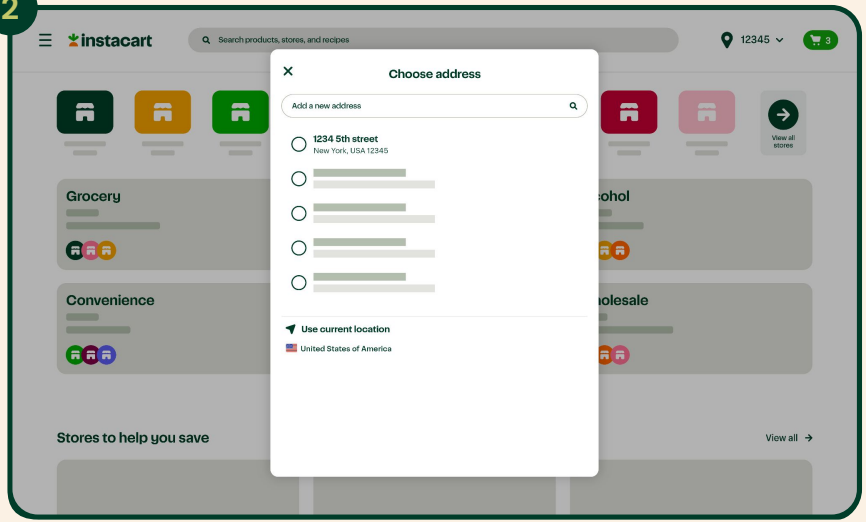
DESKTOP

Starting an Order





At the top of your home screen, enter your delivery address.

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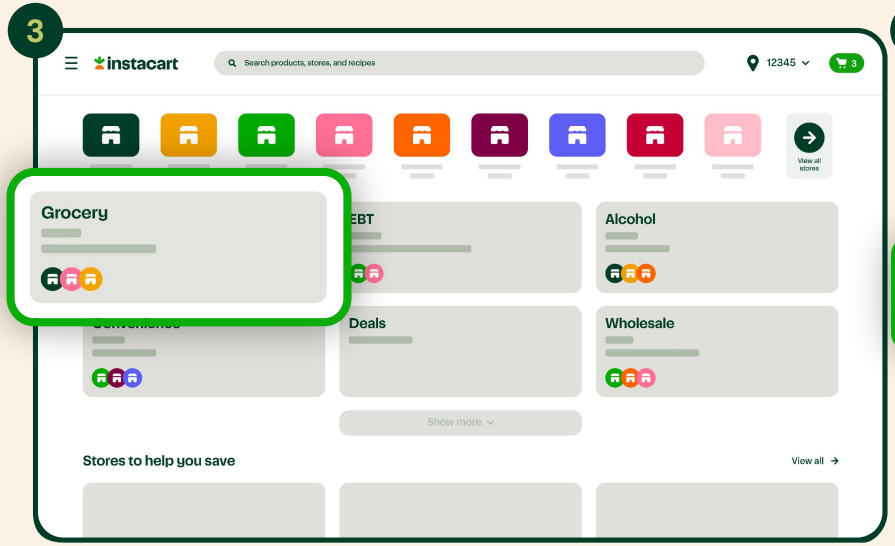
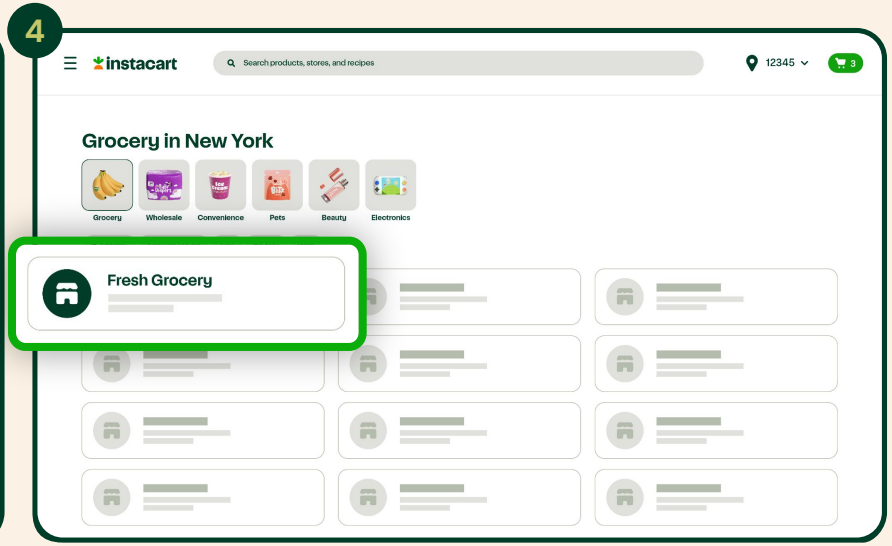
DESKTOP

Starting an Order





Select a store or select the "Grocery" tile to start shopping. After selecting the "Grocery" tile you'll be brought to a list of stores in your area.

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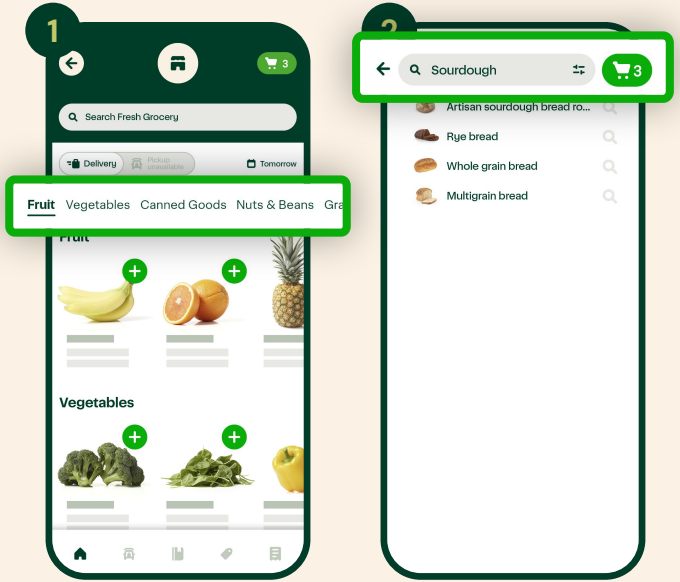
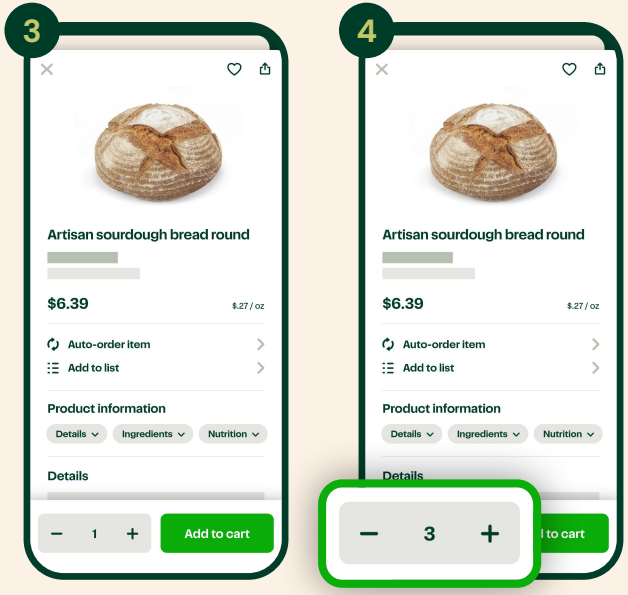
MOBILE

Building a Cart



Find specific items in the search bar or by browsing departments underneath the search bar.



Select an item to see its description, add it to your cart, and adjust the quantity with the + or – buttons.

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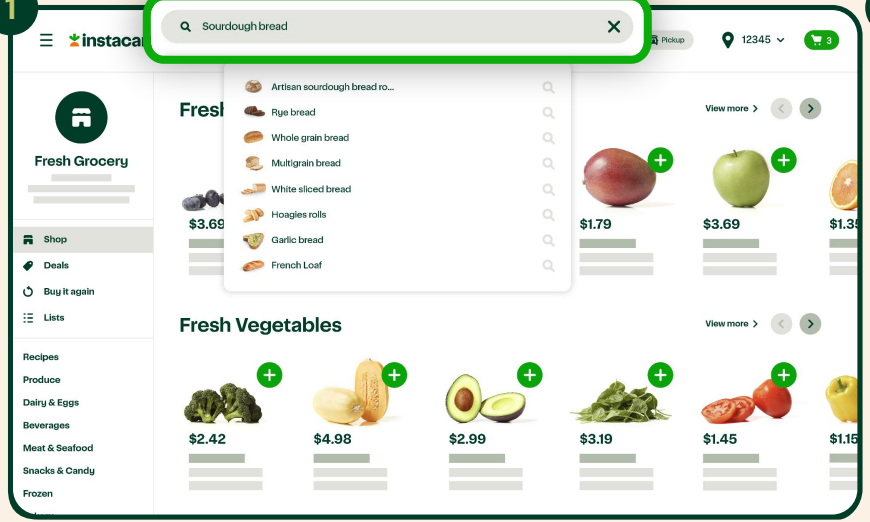
DESKTOP

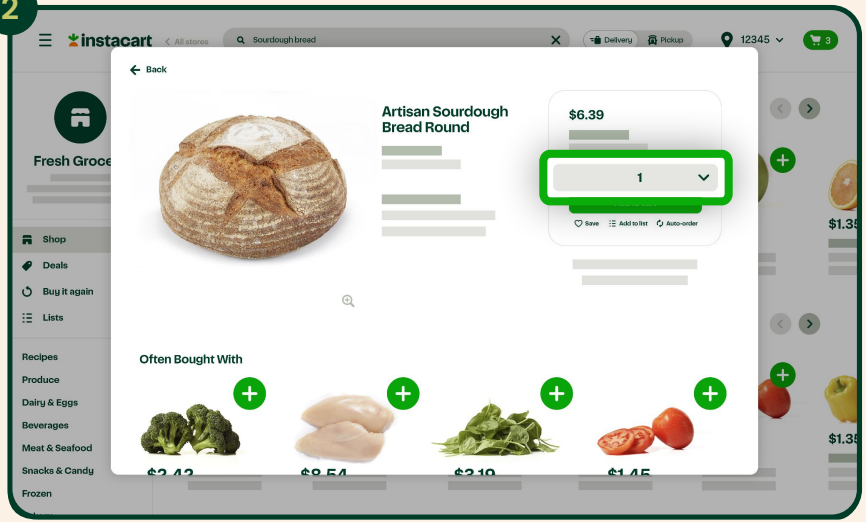
Building a Cart

1



Find specific items in the search bar or by browsing departments underneath the search bar.

2



Select an item to see its description, add it to your cart, and adjust the quantity with the + or – buttons.

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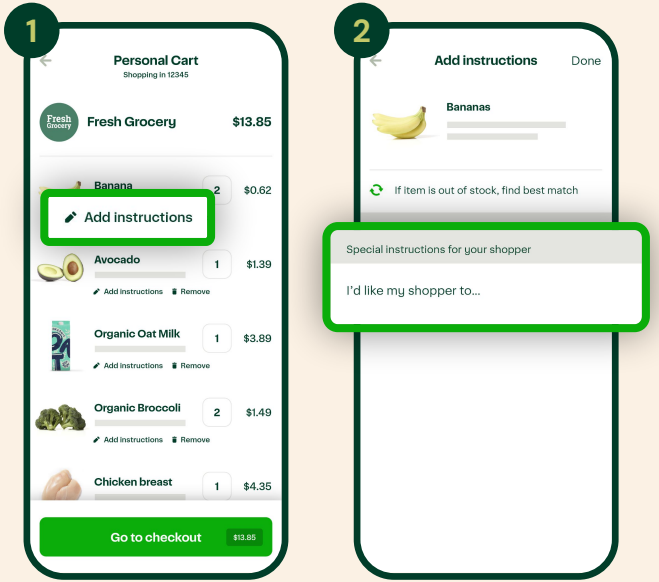
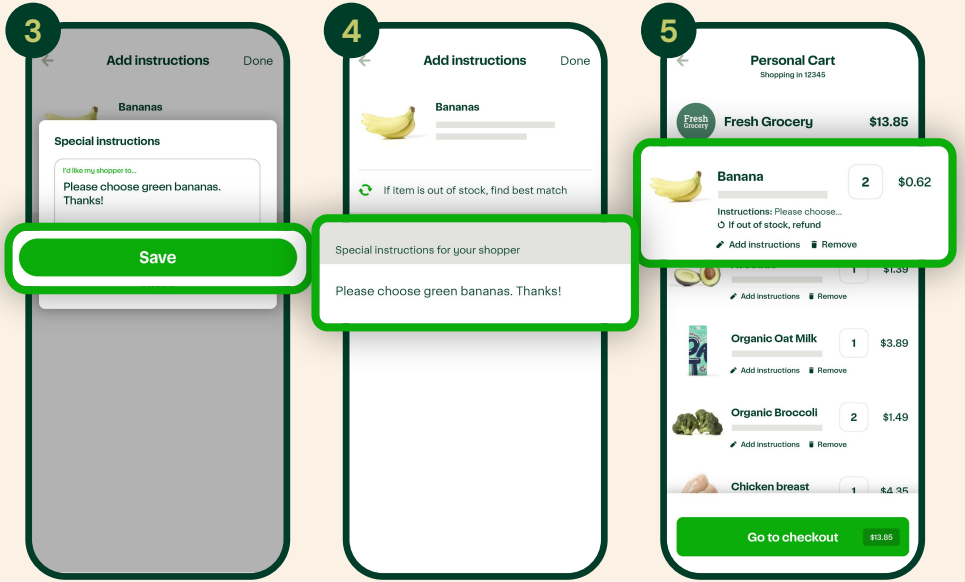
Adding Instructions



Once you've added all your items to your cart, select the "Add Instructions" button under an item.



Add your special instructions and select "Save." You'll see the instructions reflected in your cart.

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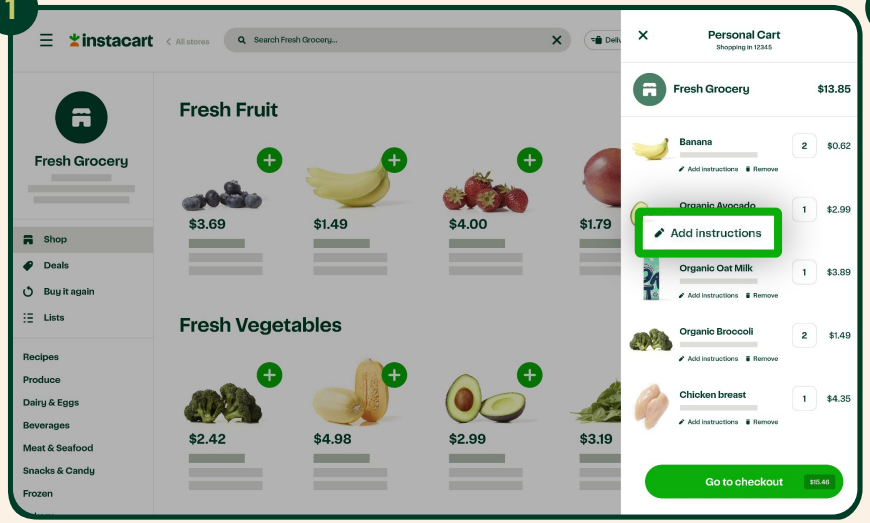
DESKTOP

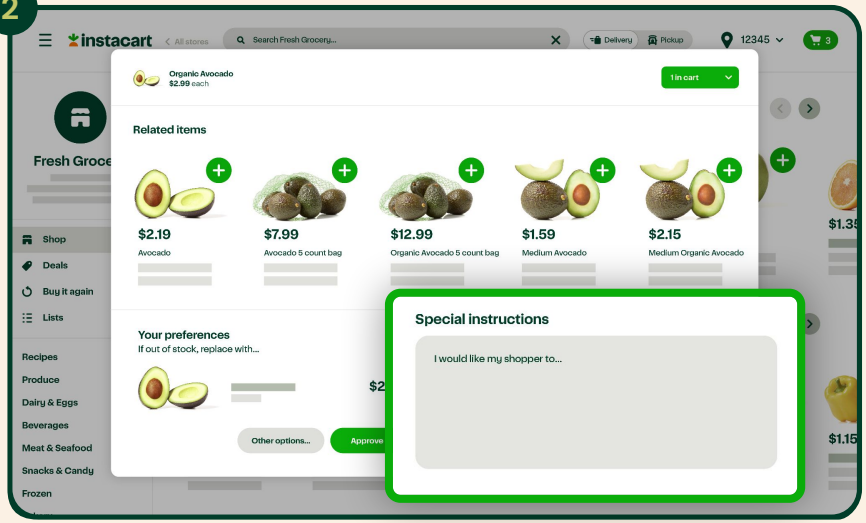
Adding Instructions

1



Once you've added all your items to your cart, select the "Add Instructions" button under an item.

2



Locate the special instructions box in the lower right hand corner of the window.

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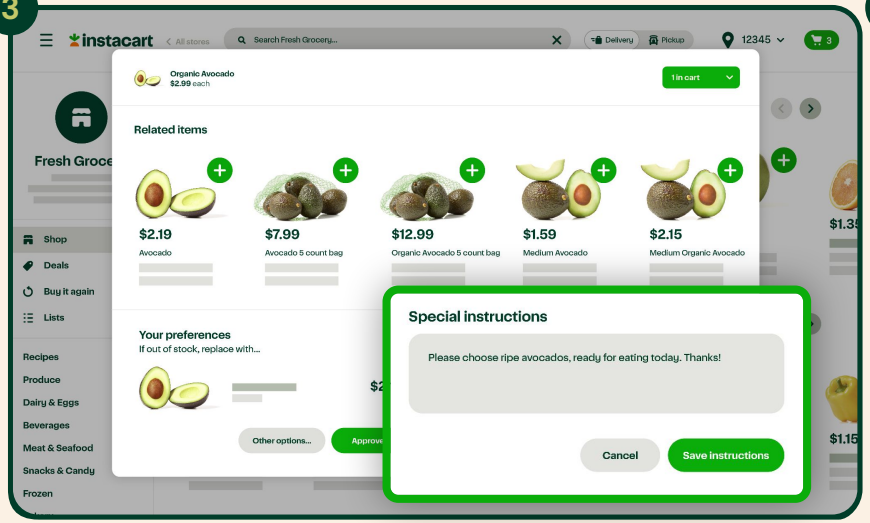
DESKTOP

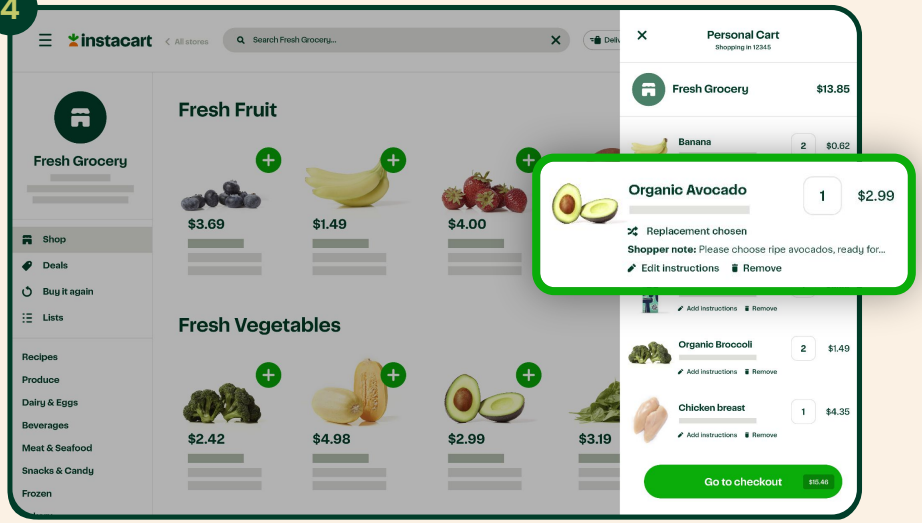
Adding Instructions

3



Add your special instructions and select “Save instructions.”

4



You’ll see the instructions reflected in your cart.

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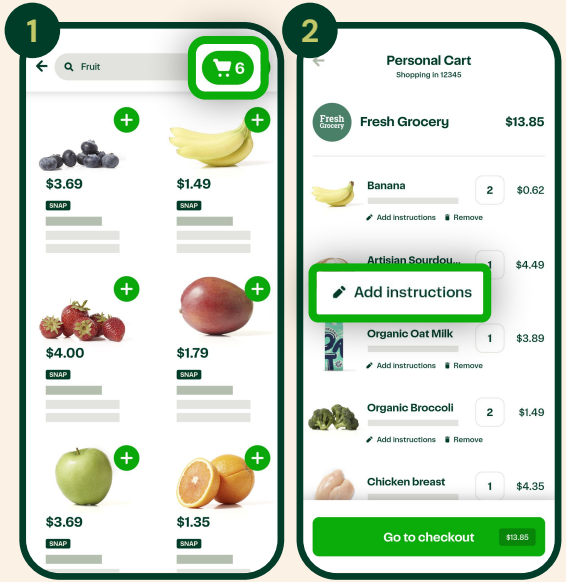
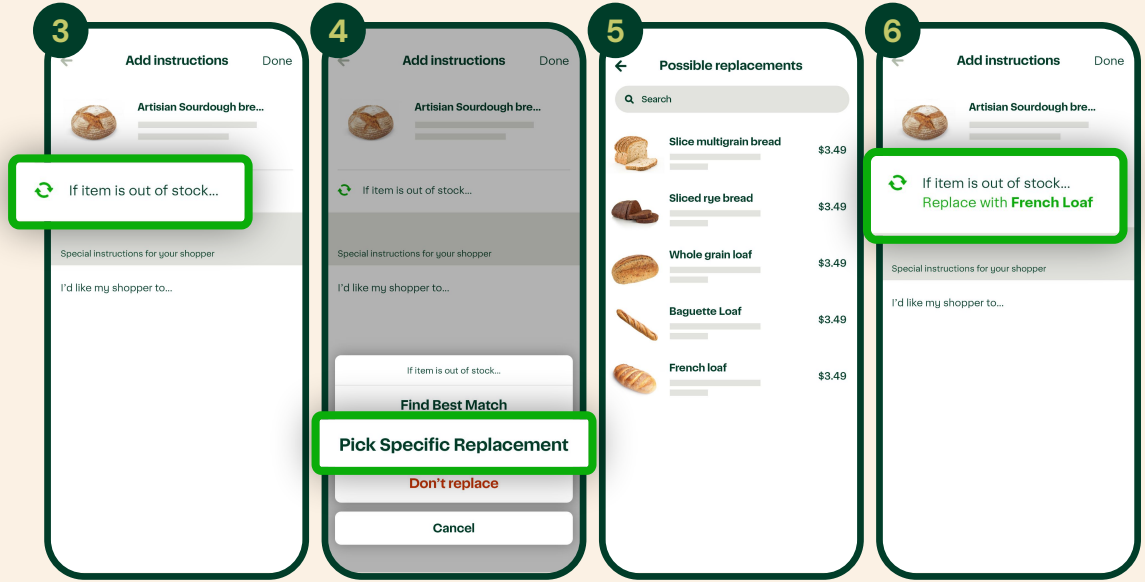
Pre-Selecting Replacements



Review your cart and item instructions.



Pick replacements and add any special notes needed.
If your item is not available and do not want a replacement, you can also select 'Don't replace'

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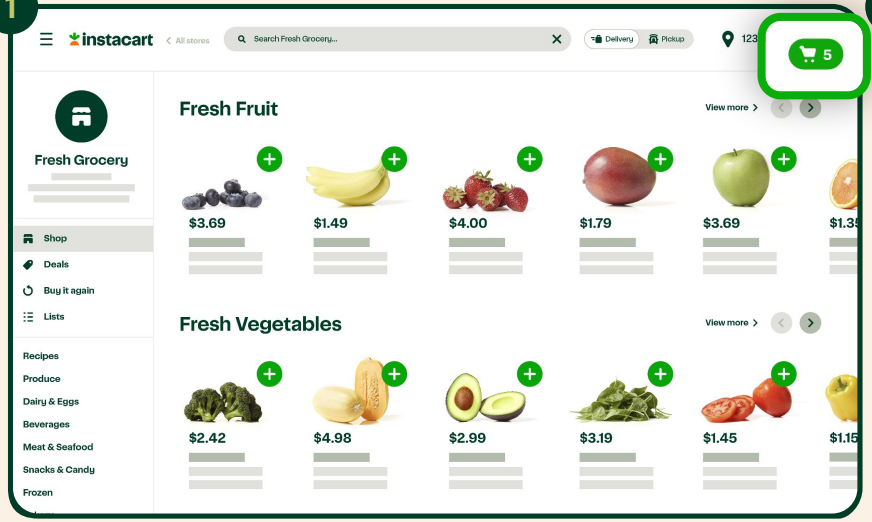
DESKTOP

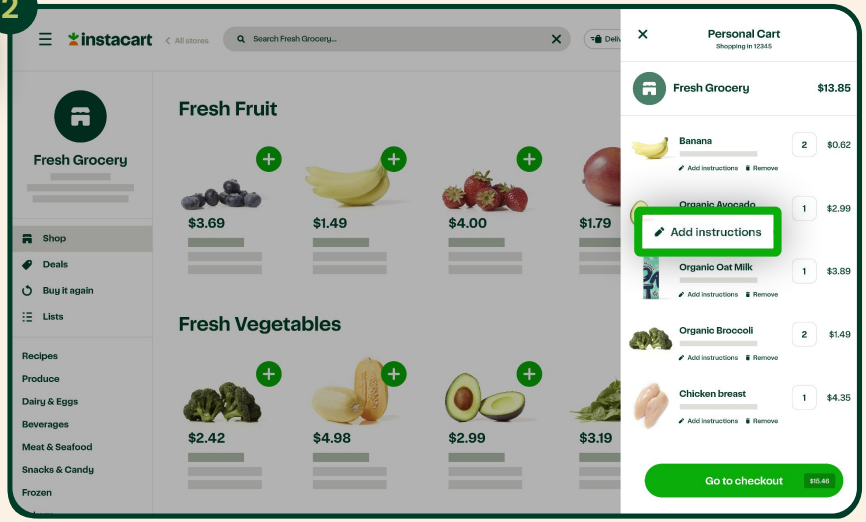
Pre-Selecting Replacements

1



Once you've added all your items to your cart, select the cart icon in the upper right corner.

2



Select the "Add Instructions" button under an item.

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DESKTOP

Pre-Selecting Replacements

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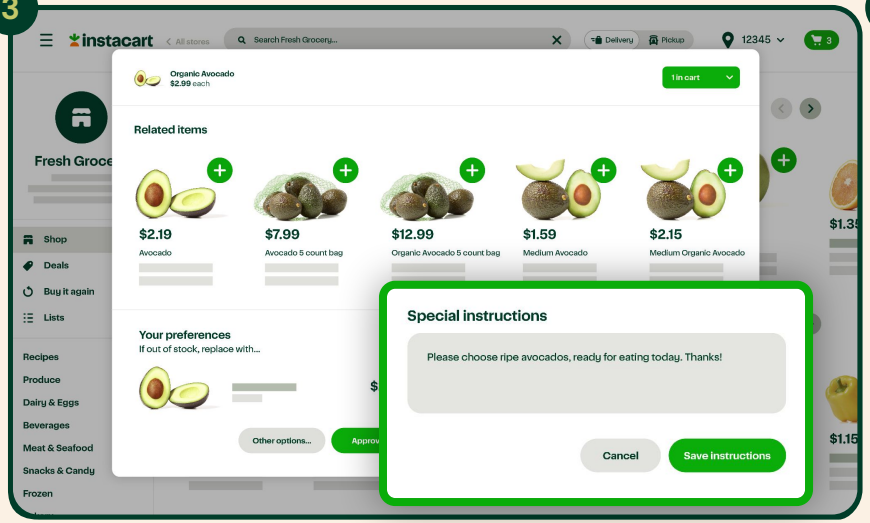
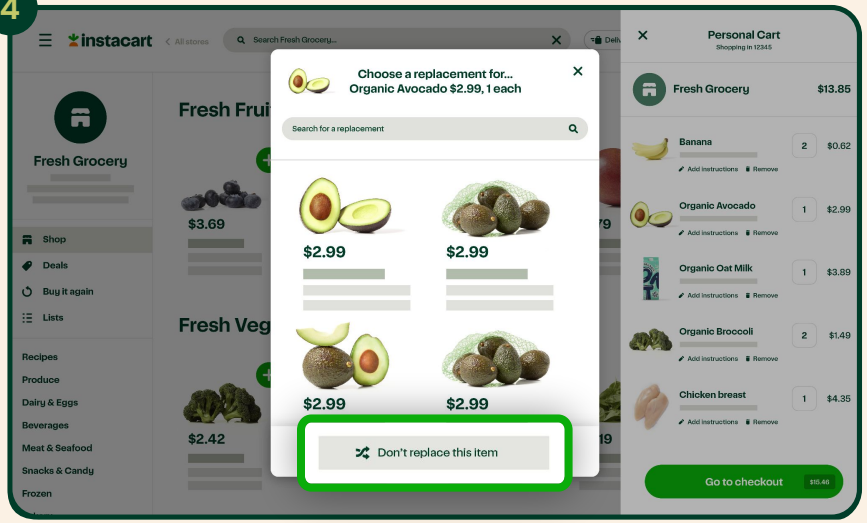


4



Pick replacements and add any special notes needed. If your item is not available and do not want a replacement, you can also select 'Don't replace'.

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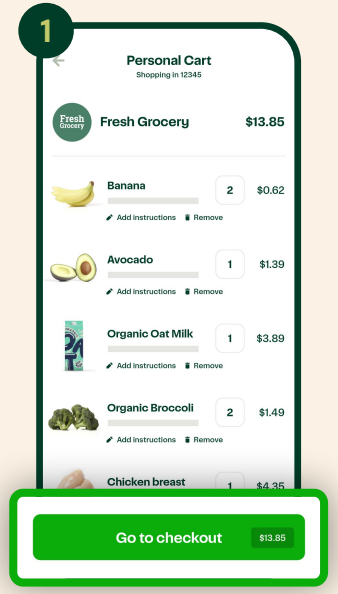
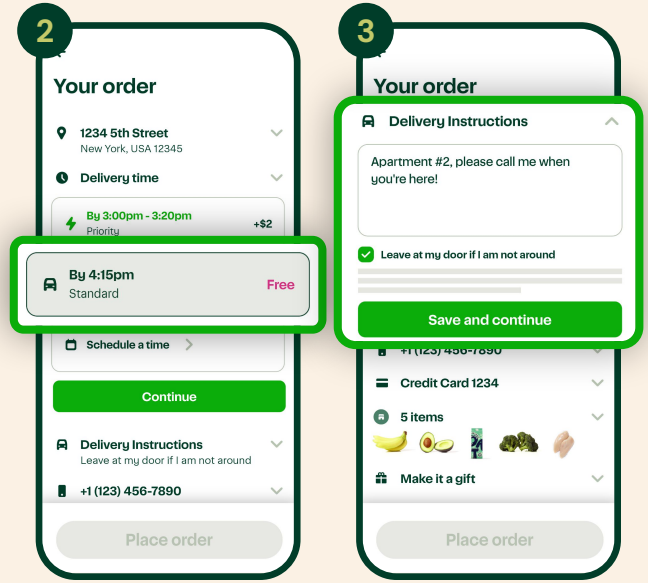
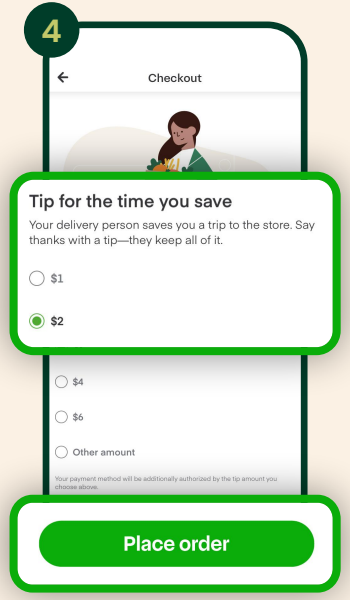
Checking Out



Go to checkout.



Choose delivery time and add delivery instructions.



Add an optional tip and place order!

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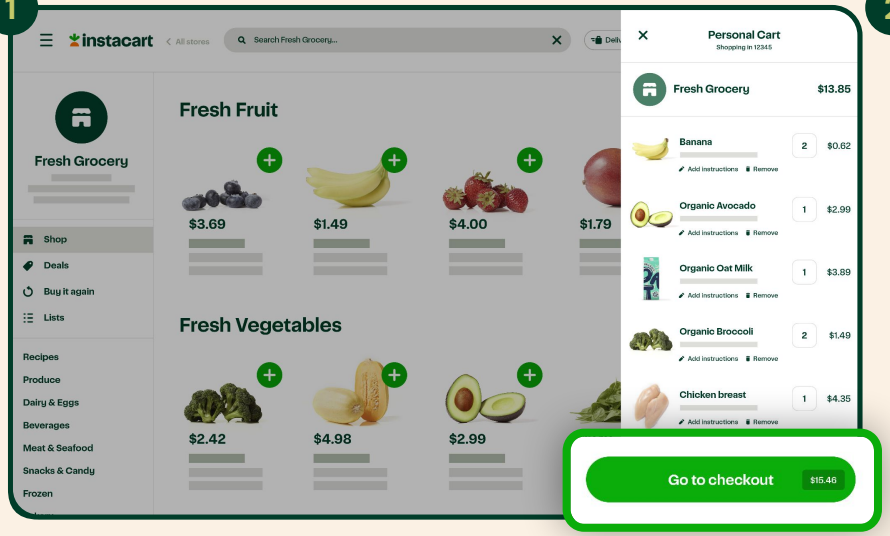
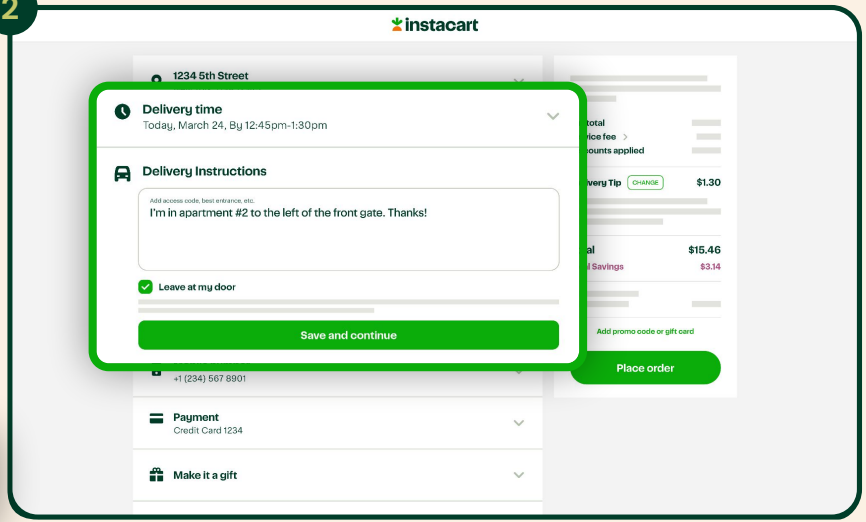
Checking Out

1



Go to your cart and click on “Go to checkout”.

2



Choose delivery time and add delivery instructions.

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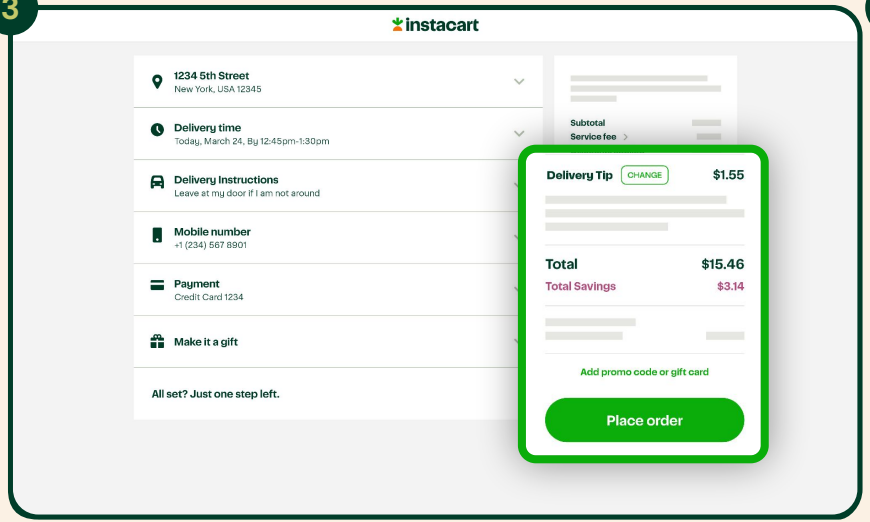
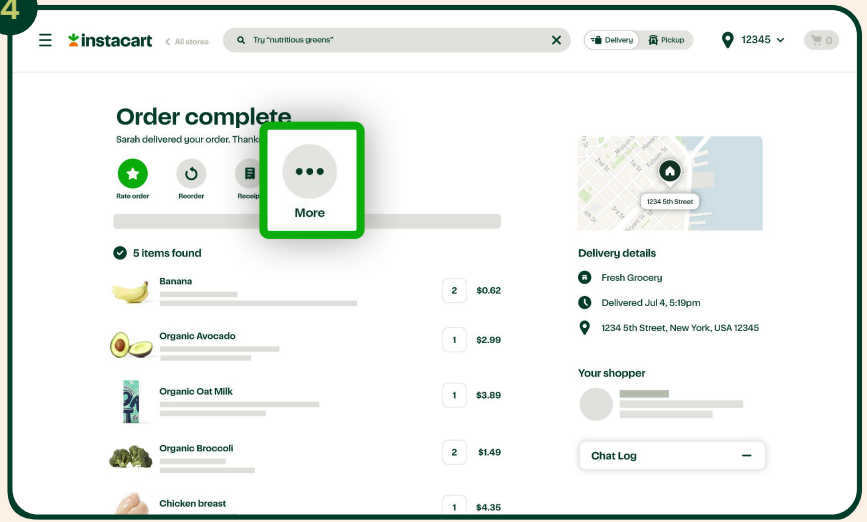
Checking Out and Tipping

3



Add an optional tip and place order!

4



If you want to increase your Shoppers tip after your order has been complete. Select “More”.

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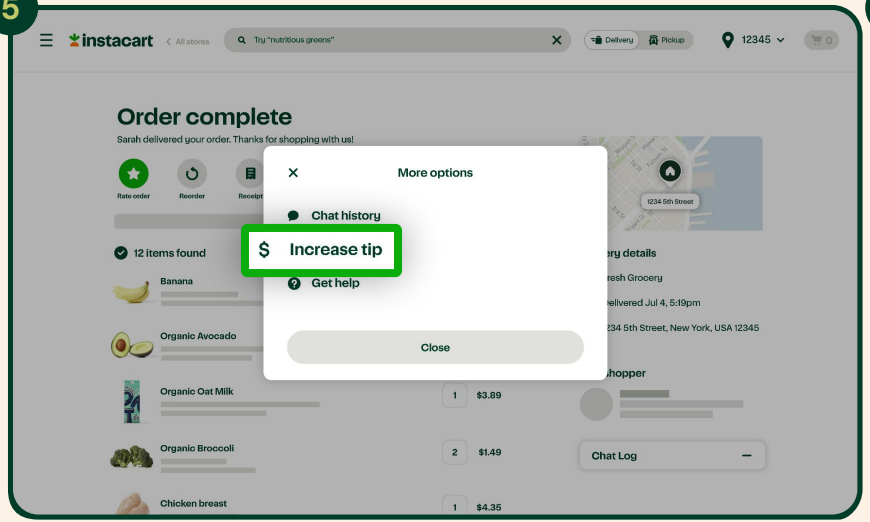
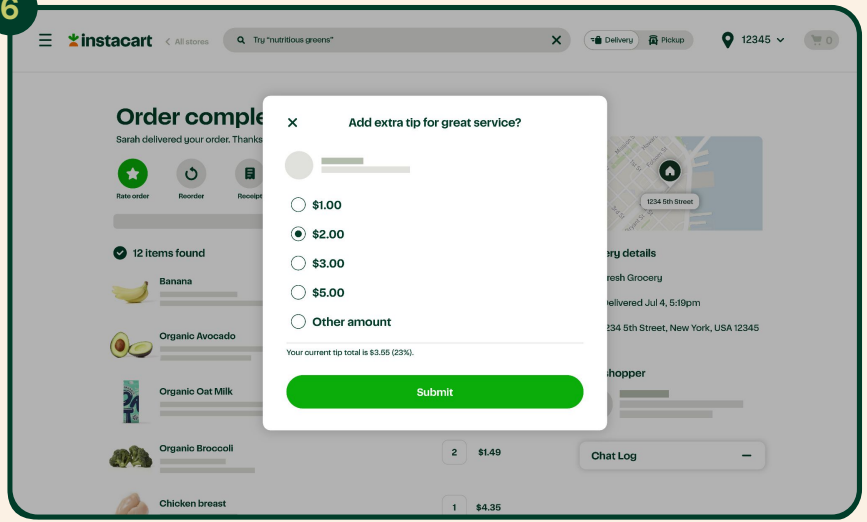
Checking Out and Tipping

5



Select “Increase Tip”.

6



Choose your amount and select “Submit”.

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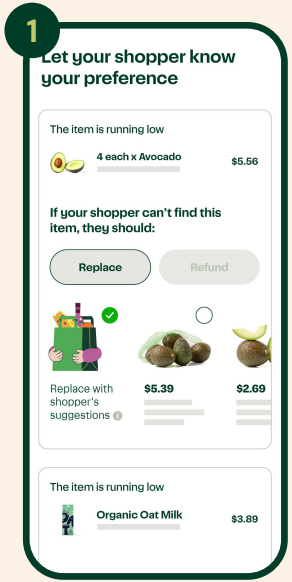
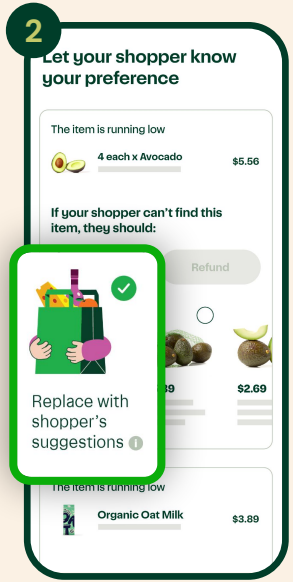
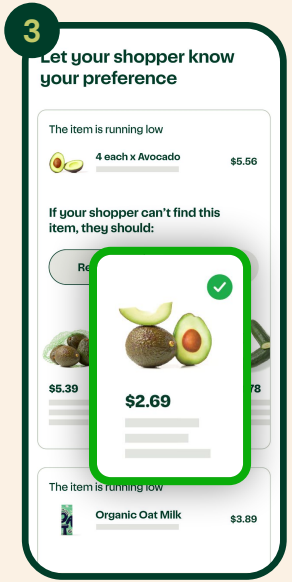
Replacing Items After Checkout



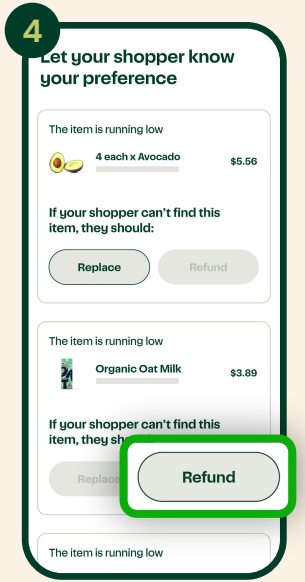
Once you've placed your order, you'll be prompted to choose the best solution if an item is out of stock.



If an item is out of stock, you can replace with shopper's suggestions.



Or, you can replace with specific items that you select.



Or, you can choose to not replace the item and instead get a refund.

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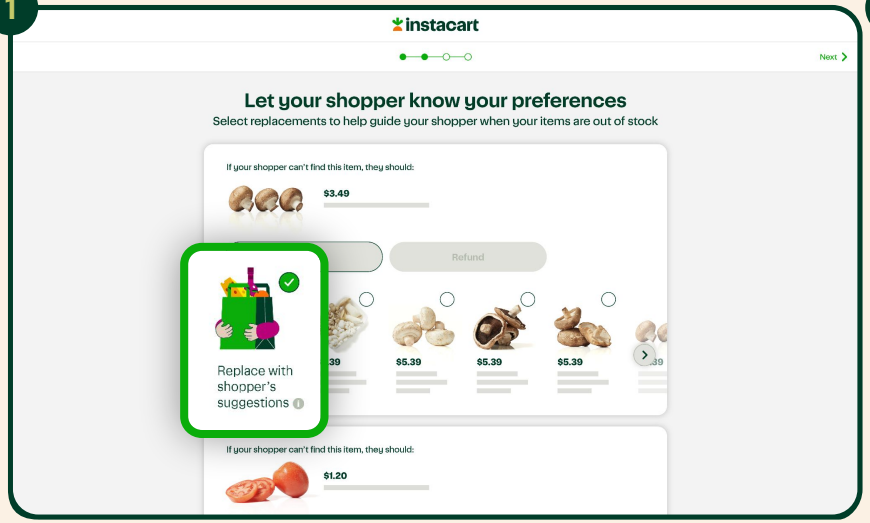
DESKTOP

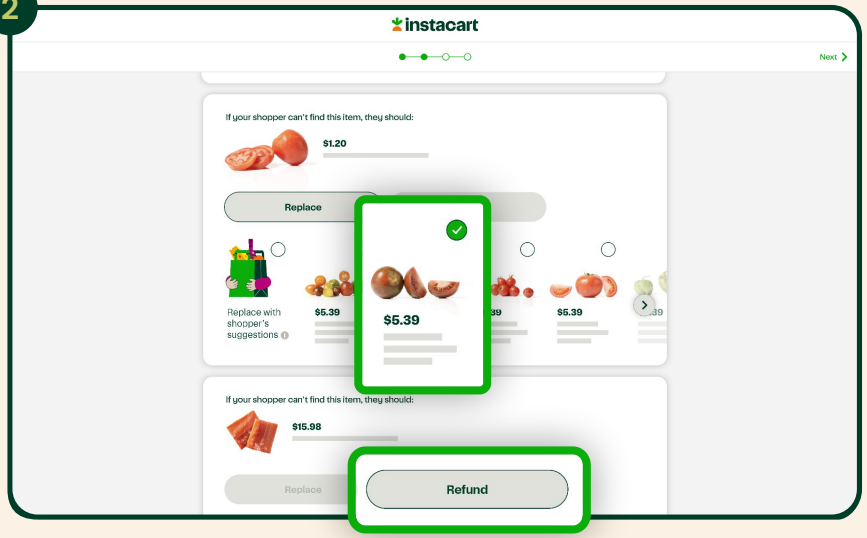
Replacing Items After Checkout

1



Once you've placed your order, you'll be prompted to choose the best solution if an item is out of stock. If an item is out of stock, you can replace with shopper's suggestions.

2



Or, you can replace with specific items that you select. Or, you can choose to not replace the item and instead get a refund.

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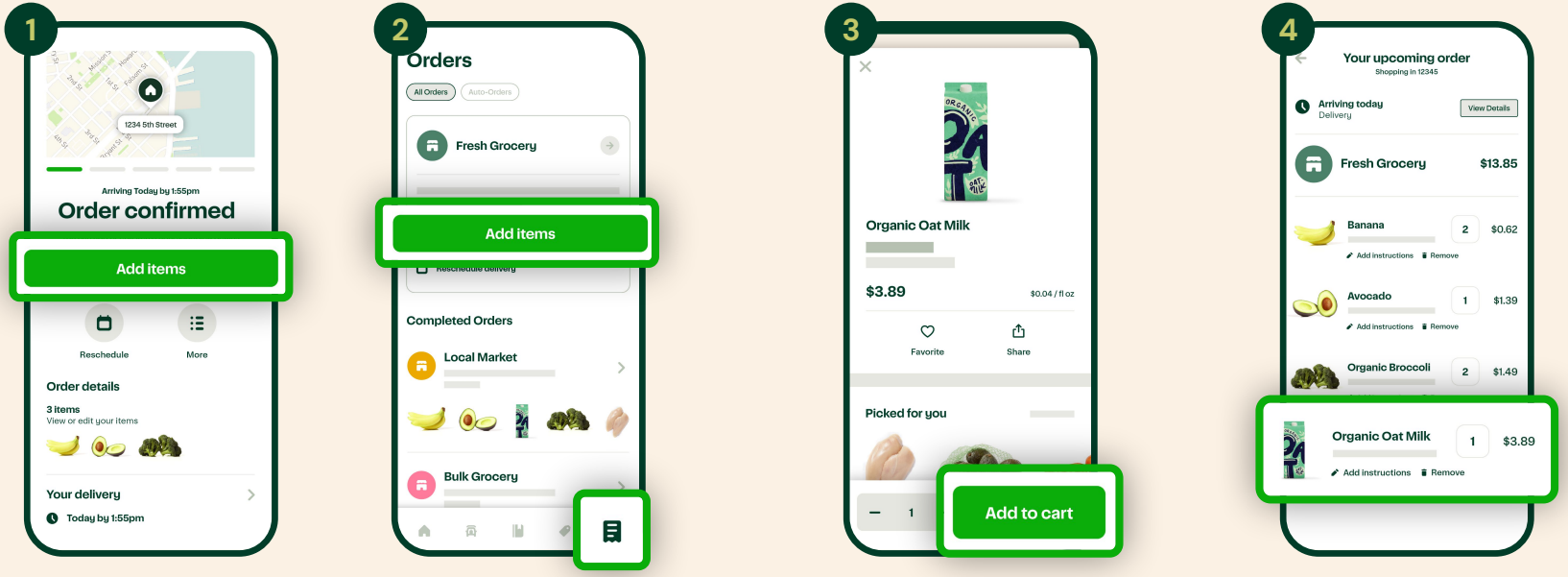
MOBILE

Adding Items After Checkout



There are two ways to add items after checkout. The first, is immediately after the order is placed on the “Order confirmed” page. The second, is the “Orders” tab on the bottom of the page. Select “Add Items” for both and you’ll be returned to the typical shopping experience.

In both scenarios, you will be prompted to “Add to cart.”

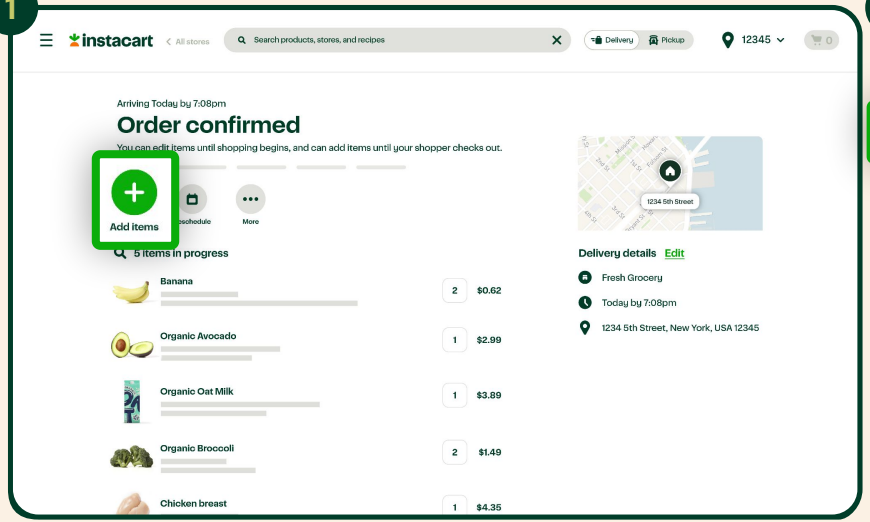
The new item(s) will be reflected in your cart.

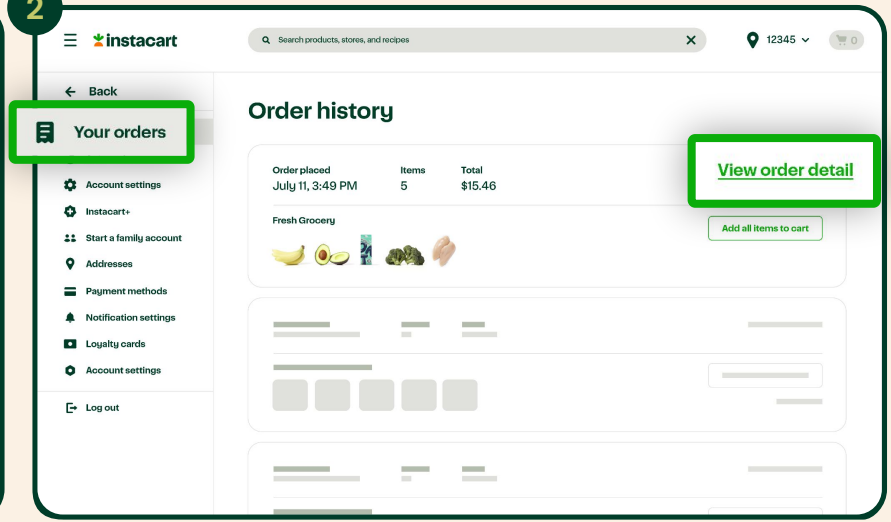
Confidential

*Images are illustrative and subject to change. Prices may vary.

DESKTOP

Replacing Items After Checkout



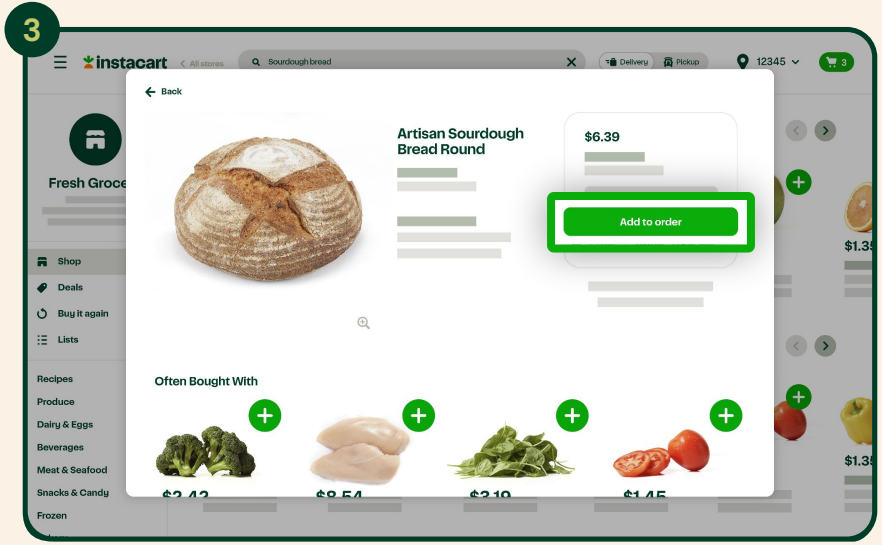


There are two ways to add items after checkout. The first, is immediately after the order is placed on the “Order confirmed” page by selecting “Add items”. The second, is the “You orders” tab on the left hand side of your account page. Select “View order detail” and you’ll be returned to the typical shopping experience.

*Images are illustrative and subject to change. Prices may vary.

DESKTOP

Replacing Items After Checkout

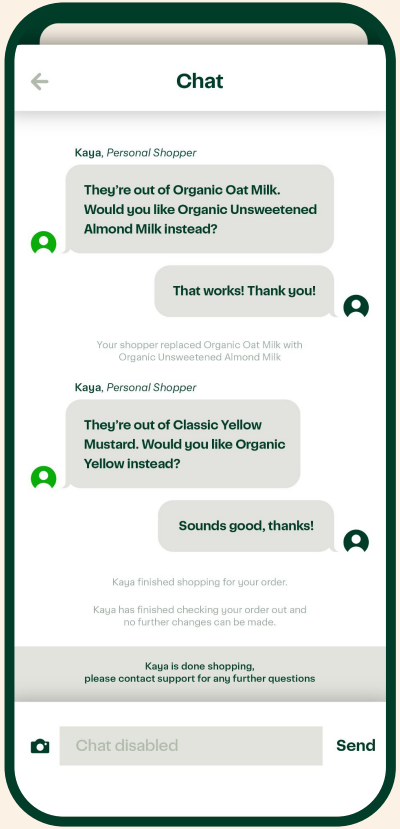


In both scenarios, you will be prompted to “Add to Order.”
The new item(s) will be reflected in your cart.

*Images are illustrative and subject to change. Prices may vary.

Communicating With Shoppers

- If an item is out of stock *(and you have not already indicated a "specific replacement" or "refund" as seen on slide 11)* your shopper will pick out the best replacement for you and notify you of the selection.
- Communication with Instacart shoppers happens with the individual who placed the order, not the Care Carts (or gift) recipient, if the gifting feature is exercised.
- Selecting replacements upfront and offering detailed item instructions (e.g. green bananas vs yellow, brand preference or flavor) will reduce the need for real-time communication.
- Communication preferences can be set to text, in-app or both.



*Images are illustrative and subject to change

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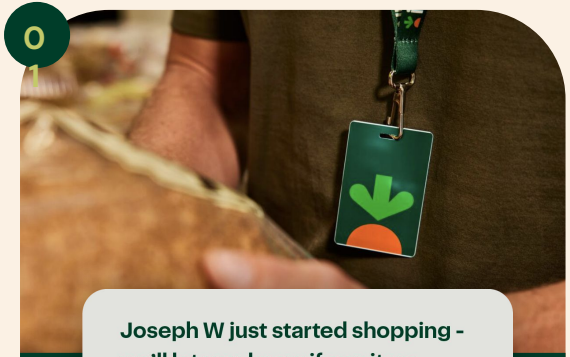
How Delivery Works

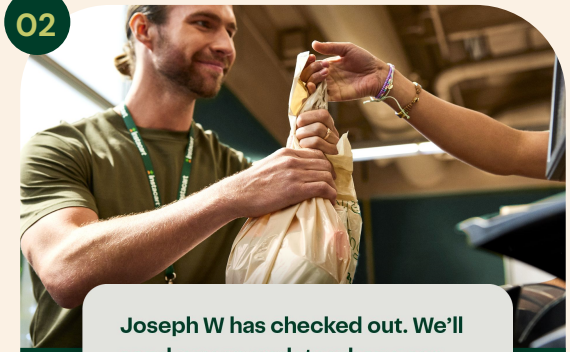
01



Joseph W just started shopping - we'll let you know if any item replacements need your approval.

Instacart shopper picks items from selected store and communicates with the customer.

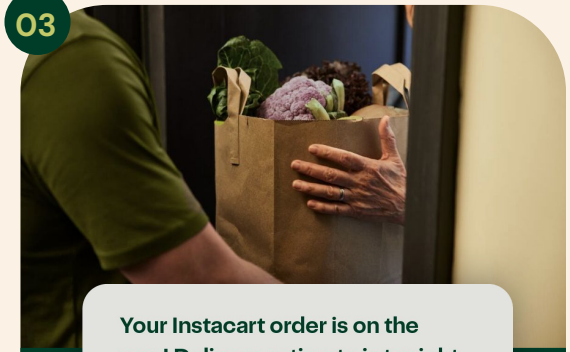
02



Joseph W has checked out. We'll send you an update when your order is on its way.

Instacart shopper pays for items in store.

03



Your Instacart order is on the way! Delivery estimate is tonight around 7:10pm.

Instacart shopper delivers to customer's doorstep.

*Images are illustrative and subject to change

Instacart 101-Customer Journey

Setting Communication Preferences

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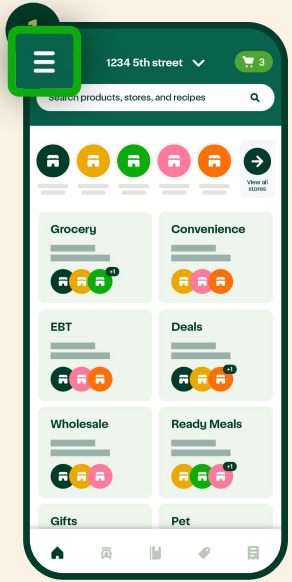
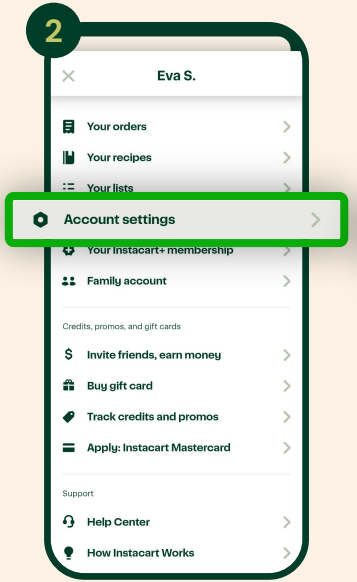
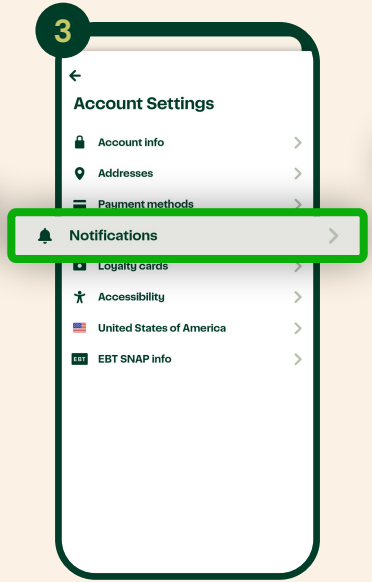
Setting Communication Preferences From App



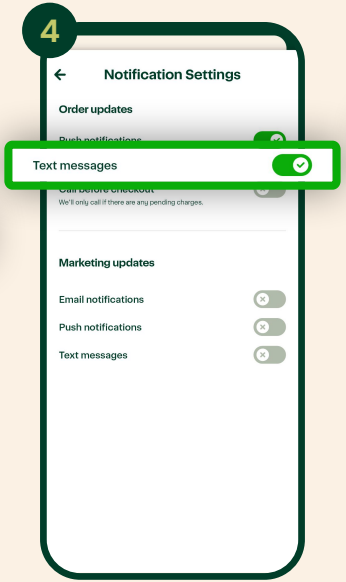
Select the three horizontal lines in the top left corner.



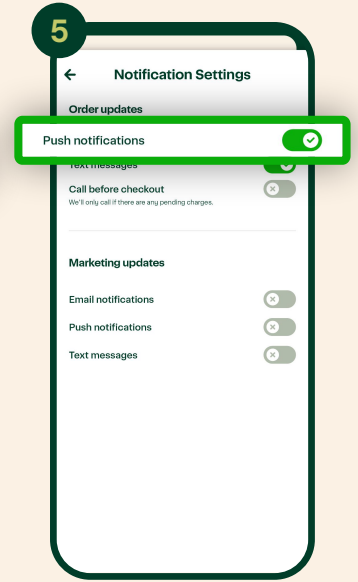
Select “Account settings.”



Select “Notifications” to set your order updates method. If you do not select one, your shopper will not be able to communicate with you.



Toggle text messages to receive order updates via mobile phone (landlines are not supported).



Select “Push notifications” to receive order updates via app.

*Images are illustrative and subject to change

Instacart 101-Customer Journey

Troubleshooting

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Having issues ordering?

For participants:

- Customer service: (888) 246-7822
- Browse help topics at www.instacart.com/help
- Senior Support Line: (844) 981-3433
    - Available daily from 8 am - 11 pm ET

For program administrators:

- Email freshfunds-support@instacart.com to access Instacart's highest tier of support
- Include user's Instacart log-in email, FF code, and description of the issue

Senior Support Line

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Senior Support Service

Instacart offers a Senior Support Service for customers over age 60.

We have a **dedicated team** who specialize in setting up accounts and placing orders for customers who may need additional assistance.

The Senior Support Line is available daily in the US and Canada at **(844) 981-3433** from 8 a.m. - 11 p.m. ET.

Instacart 101-Customer Journey

Shareable Resources

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Instacart one-pagers and how-to videos

One-Pagers:

Our one-pagers go over Instacart's most common processes, such as:

- Sign Up
- First Order
- Fresh Funds
- Senior Support

Available in English and Spanish.

Use password *Instacart2024!* to access.

How-to Videos:

English

- Sign up
- Fresh Funds

Spanish

- Sign Up
- Fresh Funds

Thank you!

molly.prendergast@instacart.com

gabriela.posada@instacart.com

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