**ESP+ Stores Set Up Procedures & Expectations**

**2025**

**IMPORTANT:**

**Functionality cannot be changed. Only cosmetic changes apply. The checkout process cannot be altered.**

**Product Codes:**Stores\_Plus\_License\_Fee (general code for all +Stores)

Stores\_Plus\_Setup\_Fee (specific code for Creative Labs to setup +Store)

1. Sales rep receives and confirms order upgrade with member.
2. Sales rep sends completed order template to sales admin.
3. Admin manually enters the order into Personify.
4. Admin manually notifies AE and Support via an email.   
   Use SUBJECT LINE: TIME SENSITIVE - NEW ESP+ STORES ORDER.   
   Note: Sales must provide Support with the full name of the user and if primary on the   
   account – required information for the license setup.
5. Support sets up the license in GAIA (could take up to 6 hours depending on call volume)   
   and notifies AE and Sales admin license is setup. **NOTE:** Include Creative Labs on this email   
   if the Setup option was purchased: [**webart@asicentral.com**](mailto:webart@asicentral.com)
6. AE sends Welcome Letter email to the member: **There are two versions of the Welcome email - 1 for members who did not choose the Setup upgrade and 1 for members who DID purchase the Setup and need to be sent a questionnaire for Creative Labs. You can read them both** [here](https://asicentralcom-my.sharepoint.com/:w:/r/personal/kdoyle_asicentral_com/Documents/ESP+%20Stores%20Welcome%20and%20Live%20Emails.docx?d=wc9469df32c41492fa88f80dfe7c4786d&csf=1&web=1&e=ZgmwYi&isSPOFile=1)**.** Both letters contain the QUESTIONNAIRE FORM for Setup purchasers only: <https://form.jotform.com/customwebdesign/espplus-stores>
7. Personify generates a Daily Report issued to Creative Labs indicating new Store builds.
8. Member completes and submits questionnaire. Submitted questionnaires are sent to **webart@asicentral.com; cc: AE**.
9. Creative Labs matches questionnaire submissions to Daily Report entries before   
   setting up the Store.
10. Setup to be complete in 5-7 business days from this point.
11. Creative Labs sets up a Store to include 20 unconfigured products indicated on   
    the questionnaire.
12. Creative Labs sends [Live Letter emai](https://asicentralcom-my.sharepoint.com/:w:/r/personal/kdoyle_asicentral_com/Documents/ESP+%20Stores%20Welcome%20and%20Live%20Emails.docx?d=wc9469df32c41492fa88f80dfe7c4786d&csf=1&web=1&e=ZgmwYi&isSPOFile=1)l to member; cc: AE, CSM; bcc: [rangeloni@asicentral.com](mailto:rangeloni@asicentral.com). Live Letters are sent from[support@asicentral.com](mailto:support@asicentral.com).
13. Creative Labs conducts 60-minute follow up call to tutor member on product configuration,   
    1-2 days after Live Letter is sent.