

# ACQUIRING NEW MEMBERS AT CHECKOUT

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# Project Overview

As the **Senior Content Designer** on Best Buy's Membership team, I was tasked with creating the Point-of-Sale (POS) Membership Upsell Screen to help staff more effectively upsell paid memberships to customers during checkout.

The goal was to make the value proposition of membership clear, specifically when the membership cost would be offset by the savings customers receive.





## Challenge

The existing POS interface lacked clarity, making it difficult for staff to communicate the potential benefits of memberships effectively.

This impacted membership conversions at checkout, where the opportunity for upsell was greatest.

My challenge was to create copy that was straightforward, concise, and aligned with Best Buy's customer-first philosophy.

# Solutions

## Review My Best Buy® Membership Options

[Continue without Membership](#)

Recommended

### my **BEST BUY** plus


#### \$49.99 yearly membership

- Cost is \$49.99 for the first year
- Automatically renews yearly at the then-current price until canceled
- May be canceled anytime
- Full terms and conditions and how to cancel can be found on our website at [bestbuy.com/planterms](https://bestbuy.com/planterms)

Join Plus to unlock **\$99.98** in savings today. Even after the membership cost, you'll still save **\$140.23**.

[Add My Best Buy Plus™](#)

Pricing Breakdown 

Additional Membership Benefits 


### my **BEST BUY** total

#### \$199.99 yearly membership


- Cost is \$199.99 for the first year
- Automatically renews yearly at the then-current price until canceled
- May be canceled anytime
- Full terms and conditions and how to cancel can be found on our website at [bestbuy.com/planterms](https://bestbuy.com/planterms)

Join Total to unlock **\$99.98** in savings today. Even after the membership cost, you'll still save **\$140.23**.

[Add My Best Buy Total™](#)

 Plus get up to 24 months of product protection with an active membership. (Value of up to **\$59.76**<sup>1</sup> for this order)

Pricing Breakdown 


Additional Membership Benefits 



## Solutions

I developed new copy for the POS upsell screen, focusing on simplifying the messaging and highlighting that the cost of the membership could be covered by the customer's immediate savings.

I crafted a side-by-side layout that empowers staff to engage customers with confidence about membership benefits while facilitating a straightforward path for their next steps.



# Project Milestone & Team Feedback

## Project Go-Live

- The new POS membership upsell copy went live in November 2023, receiving praise from key stakeholders:
- **Anne Combs**, Product Manager, called out the clarity and effectiveness of the copy in her email:

*“New copy improving the Membership Upsell Screen is now LIVE! I want to especially call out our content expert, Kimmoy Matthews, for her diligence and insightfulness during this rapidly moving workstream: she demonstrated both grace and grit and deserves recognition for her excellence.”*

# Project Milestone & Team Feedback

## Cross-Functional Recognition

- **Megan Gaffey**, Senior Manager of Content Design, shared additional recognition, highlighting the positive impact of my contributions:

*"Thank you for the wonderful feedback about Kimmoy! And great work, team!"*

- **Esther Porter**, a fellow Content Designer, said:

*"I've had the privilege to work with Kimmoy on membership communications this week, and she blows me away with her innovative thinking and her depth of knowledge. It's inspiring!"*



# Project Milestone & Team Feedback

## Feedback from Staff in Stores

After the go-live, **Nishanth Nagabandi**, a QA Lead at Best Buy, visited a store and received enthusiastic feedback from the staff. They found the new upsell screen incredibly helpful, making their work at the register more efficient and customer conversations smoother.

# Results

The updated copy led to measurable success:

- **Annualized lift of 1.1K units of both Plus and Total memberships sold.**
- The feedback from staff was overwhelmingly positive, with many noting that the new screen made their conversations with customers easier and more effective.
- The enhancements to the POS membership upsell screen simplified a complex value proposition, leading to **better customer engagement** and **increased membership sales.**

my **BEST BUY** 

MEMBERSHIPS™

plus

total

# Key Takeaways

This project demonstrates my ability to craft clear, impactful content that not only improves user experiences but also drives business results.

- Plain language can significantly improve conversion rates, even in high-pressure retail environments like the checkout process.
- By focusing on clarity and usability, I contributed to a tangible increase in memberships, proving the power of thoughtful content design in driving business outcomes.



# Fun Facts

Honestly, I didn't even realize the full impact of the changes I was making for this particular project. As the Sr. Content Designer for the Membership launch, my day-to-day didn't usually involve the in-store staff, so working closely with them was a new experience.

But then it hit me: this project wasn't just about the website or the app—it was about making sure **every single team** at Best Buy, from digital to in-person, was speaking the same "membership language."

I was knee-deep in ensuring our content was consistent across all digital experiences, but little did I know the ripple effect it was having in-store, too.

I didn't realize the scope of the impact until my inbox blew up with a chain of emails tagging me with praise. Turns out, my solutions for the POS system ended up being a bigger win than I expected!

So, with a little help from those emails—and ChatGPT (because hey, a good partnership never hurts)—I pulled together this presentation for you. Hope you enjoyed it!

# Let's Connect



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