

5 Things to do Right Now for a Friction-Free Future

Start Now!

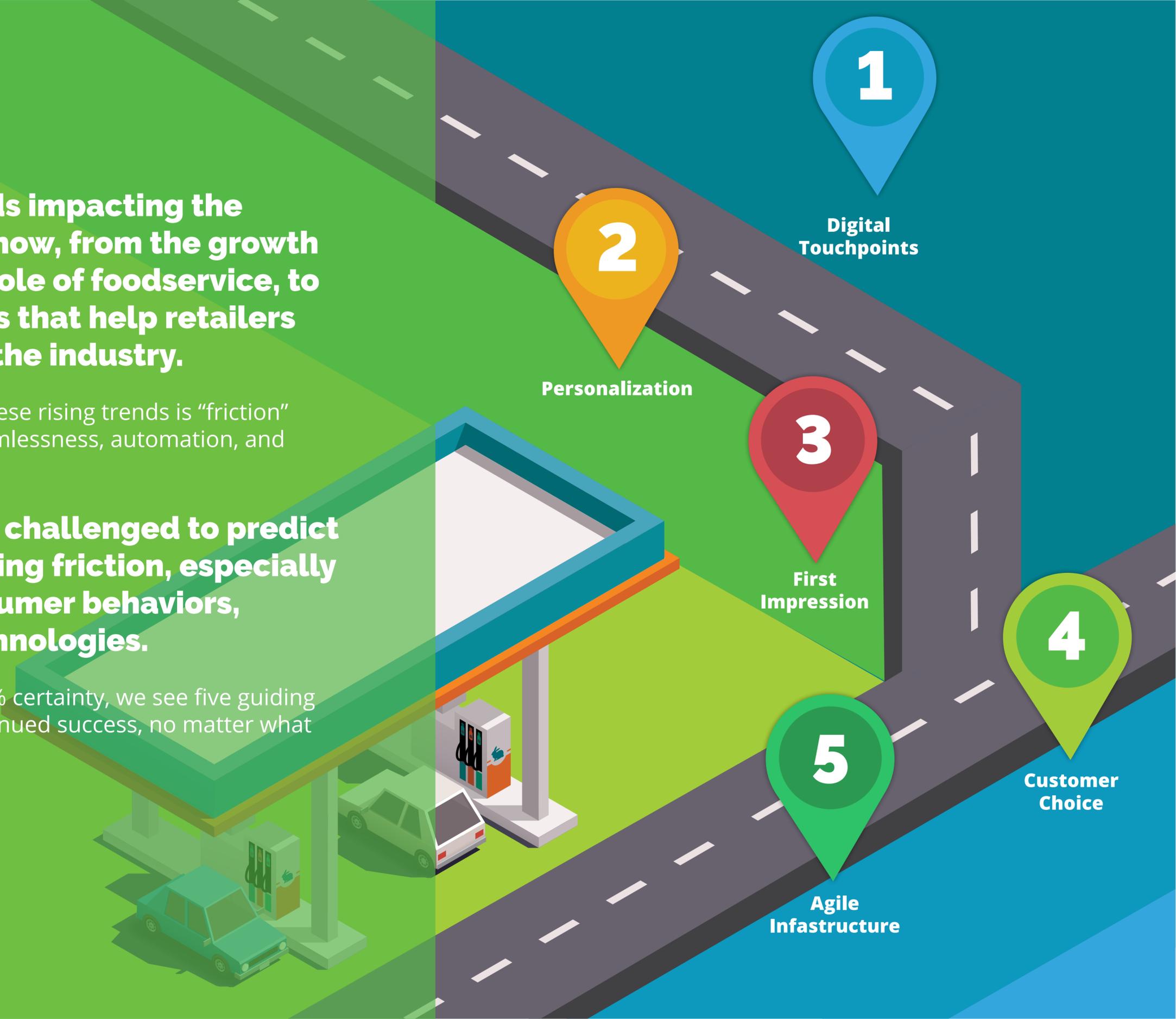


There's a dizzying number of trends impacting the convenience and fuel arena right now, from the growth of eCommerce, to the expanding role of foodservice, to various operational enhancements that help retailers compete both within and outside the industry.

One of the most talked-about concepts among these rising trends is "friction" – specifically, mitigating friction and enabling seamlessness, automation, and consistency across the enterprise.

Retailers both large and small are challenged to predict the future when it comes to reducing friction, especially in the face of rapidly shifting consumer behaviors, regulatory environments, and technologies.

While it's impossible to know the future with 100% certainty, we see five guiding principles to help position your business for continued success, no matter what the future may bring.





market on the go

1

Bring your stores to wherever your customers are

- > Your customers don't think of any retail brand within the limits of the four walls of the store – and neither should you. Whether at home, on the go, or onsite, you can bring the store to your customers through digital touchpoints.
- > For example, though restaurant foot traffic has waned, food delivery sales have increased by 20% over the last five years¹ (with many fast-food and QSR chains experiencing much higher growth rates), according to industry research firm NPD Group.
- > Delivery services, mobile apps, and even voice-enabled or text-enabled ordering are easy ways for c-stores to grab more “share of stomach,” from restaurants and other retailers with expanding foodservice options.

¹Fast Food is in The Middle of a Delivery Revolution, and it's Terrible News for Some Chains." (*Business Insider*, May 2018)

Use every tool at your disposal to make customers feel special

- There's no question why retailers are keen on getting loyalty right – *Inc.* reports that returning customers spend 67% more than first-time customers.²
- When it comes to driving sales, personalization works. Period. In fact, research shows that it not only gets customers to buy more – it changes their very behavior in engaging with the brand.
- Knowing your customers' preferences and buying habits, who they are, and what they want, remains key to delivering seamless experiences and earning their long-term loyalty.

²Keep Your Customers Coming Back with a Recurring Revenue Sales Model.
(*Business.com*, February 2017)

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Make a good impression, not just a first impression

- When it comes to customer satisfaction, it turns out the old maxim “You never get a second chance to make a first impression” is just that – old.
- What customers remember most is actually a combination of the best and last interaction with the brand, according to research by bestselling authors Chip and Dan Heath in *The Power of Moments*. That’s why it’s crucially important – in addition to having quick, secure payment at the pump and clean, well-maintained stores and restrooms, and friendly associates – to have fast, convenient checkout options that create great experiences that will keep your customers coming back.
- According to NACS, the average c-store transaction takes 63 seconds from getting in line to payment. Are you implementing time-saving capabilities such as self-scanning, self-checkout, or other line-busting solutions to beat that average, and give customers that positive final engagement at your stores?

Give your customers the choice they expect

> Do any of these describe your customer?

A time-crunched commuter who stops for both gas and coffee on the way to work? A returning road tripper in need of a carwash and maybe some snacks on the way home? A busy parent who arrives home after a long day and realizes the kids need dinner in an hour?

The fact is they're all your customer, and they could all be the same person visiting you at different times. Winning c-store are able to cater to their customers' varying needs, depending on when and where they are in their day.

- > While they're at home, this might mean integration with social platforms and IOT devices for ordering ahead or delivery. With the North American consumer IOT market predicted to double in value to be worth \$180B in the next few years (from \$90B in 2017 to \$180B³ in 2022), there is significant opportunity to reach customers in non-traditional ways.
- > For customers on the go, mobile shopping capabilities provide a way to extend the engagement cycle and interact with them on a continuous loop, no matter where they are.
- > On site, this could include self-service and customized offers inside the store, or ordering at the pump with curbside delivery.

³10 Charts That Will Challenge Your Perspective Of IoT's Growth." (Forbes, June 2018)

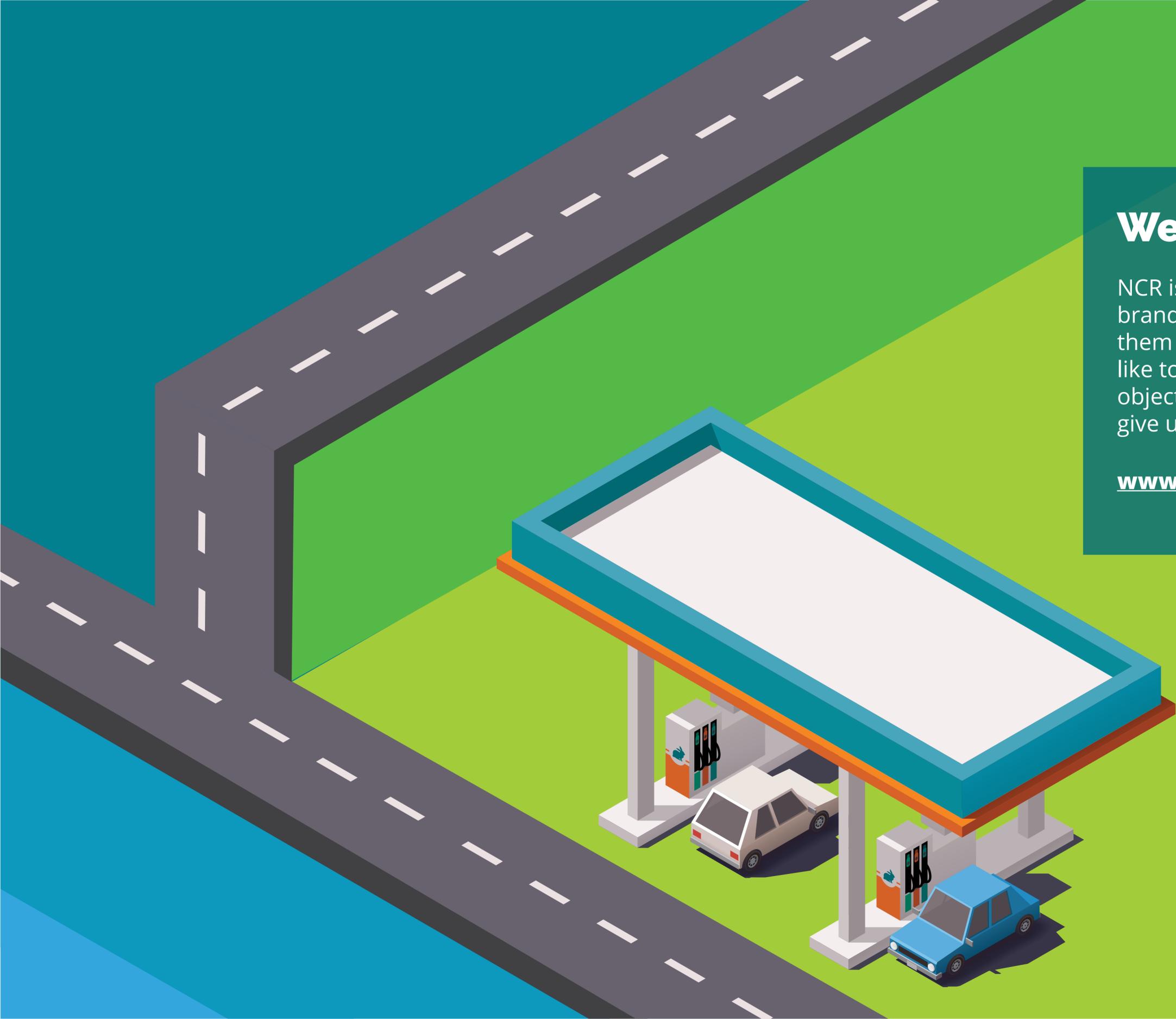




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Get an open and agile infrastructure

- Last, but certainly not least, is the technology infrastructure that enables all of these connections. One of the most common roadblocks c-store retailers face in building a holistic, comprehensive ecosystem is that their enterprise is made up of disparate, disconnected systems and silos.
- This impacts everything from trying to put together a 360° view of customers, to identifying inefficiencies in everyday processes and operations, to leveraging and extending the life of current investments to strategically get them future-ready.
- Winning retailers are adopting an organizational mindset and culture that's future-facing and geared toward continuously experimenting, testing and learning. They're able to do this by taking a platform approach - investing in an open and flexible IT architecture - which is the cornerstone that enables faster innovation and the ability to bring new capabilities to market faster, with less friction and frustration. Instead of failing fast, this approach helps them innovate and iterate always.

An isometric illustration of a gas station. A large white canopy with a blue border is supported by four white pillars. Underneath the canopy, there are two fuel pumps. A white car is at the left pump, and a blue car is at the right pump. The station is situated on a green lawn next to a grey road with white dashed lines. The background is a gradient of green and blue.

We want to hear from you!

NCR is proud to serve leading convenience and fuel brands throughout North America, and we're helping them build solutions for an evolving landscape. If you'd like to talk with a member of our team about your unique objectives or schedule a free customized consultation, give us a call at **+1 404-649-0769** or visit us at

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