

# Turn **Transactions** Into **Interactions**

Bring **complete control** to your forecourt.



## Get complete control, conveniently.

Your customers are unique, and so are their interests, needs and habits. When you can control your unique brand right at the pump, you can better serve everybody — from the multi-tasking soccer mom to the long-distance trucker.

Customization is the key to complete content control at your forecourt. Unlike canned messaging — predetermined advertising that's the same for all audiences — this allows you to personally recommend goods and services on the screen at the pumps in your forecourt.

Discover how we can help you pave the way to better business — one transaction at a time.



Complete control  
over content helps  
**drive engagement  
& revenues:**

- Customized **content**
- Consumer **engagement**
- Meaningful **transactions**
- Consumer **conversion** & brand **loyalty**
- Better **business**



## Engagement starts with memorable experiences.

What works for one customer doesn't necessarily work for the rest. While the promise of hot pizza may draw some customers indoors, others may gravitate toward services like car washes. Instead of relying on canned messaging, reach every audience that enters the forecourt in a memorable way.

By personalizing customer experiences, you can increase loyalty, maximize sales and differentiate your brand from the rest.

## Purchase history paves the way to:

- Time-sensitive **discounts**
- **Cross-sell and up-sell** recommendations
- Additional **in-store sales**
- More **profitable sales**



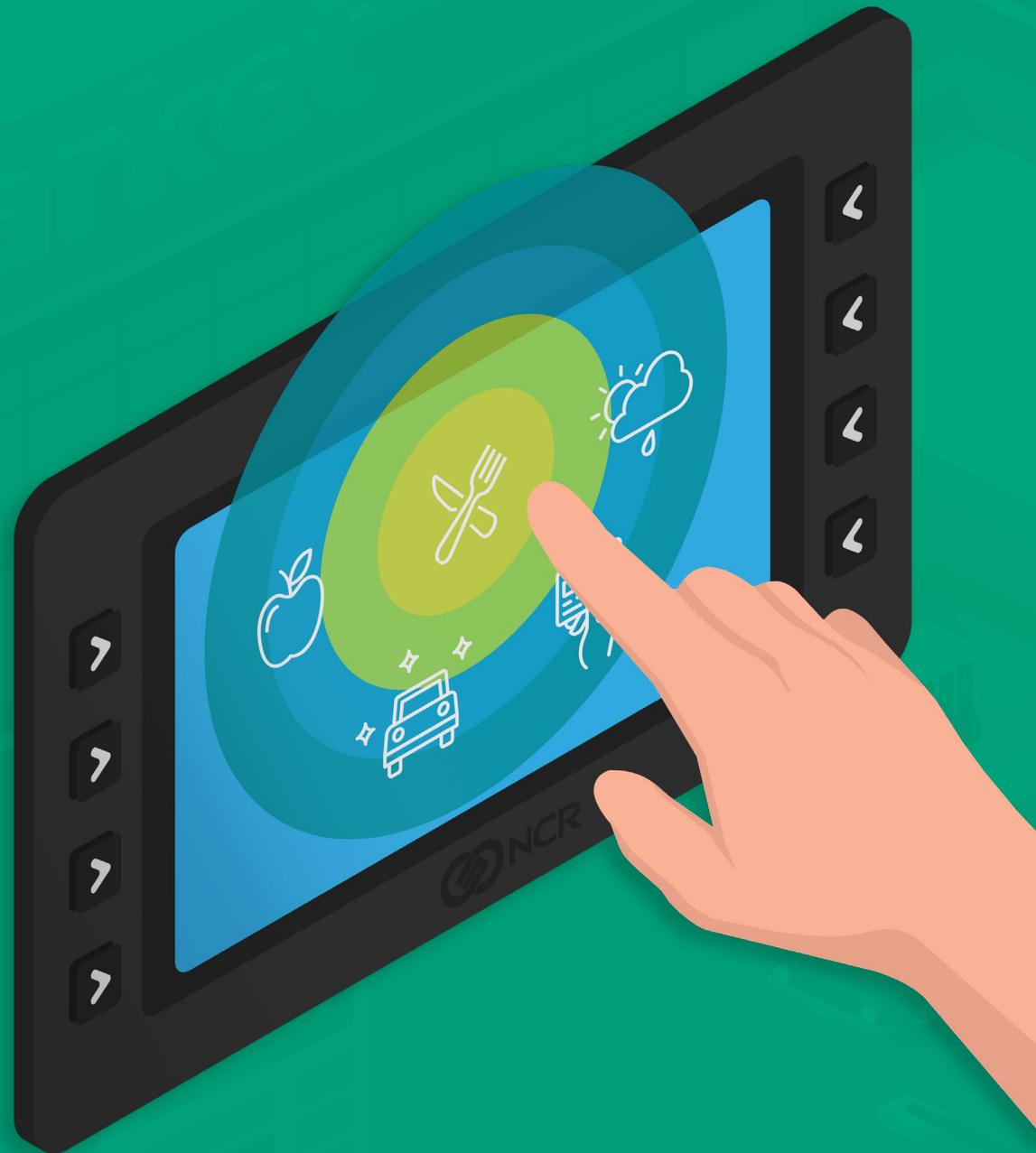
By taking a closer look at your customers, you can help them better connect with your brand and open the door to new incremental sales opportunities. Not only does this boost sales in the short-term, it leads to life-long, loyal customers.

## Transform business for the better.

NCR leads to more interactions with your consumers. Our easy-to-implement forecourt technology boosts customer engagement at the pump — giving your customers added value and driving them from gasoline to door swing.

### Give customers more:

- Ability to **order food and drinks** straight from the pump
- **Rewards and discounts** through loyalty solution integration
- **Traffic and weather updates** for even more convenience
- **News and games** for immediate engagement





Along with providing custom experiences, this program leads to *safer* experiences. Following EMV compliance, this innovation includes all the software, hardware and services to install and maintain security for your customer base.

With solutions built on cloud-based architecture, you can easily update and deploy new content, updates, or new app — no matter where you are.

## Get control over

- Security and maintenance
- Software updates
- Dynamic media content
- Diagnostic reports

With NCR, you can engage with your customers at every stop — from pumping the brakes to pumping gas and beyond.

## Future-proof your forecourt.

Whatever's next, NCR is already there. With solutions built on an open platform, you can easily adapt to change— and save time and money by extending the life of assets you already own. This means you'll be ready for even more opportunities for new features, integrations and touchpoints for your customers down the road.

As time passes, the market inevitably adopts new innovations. With this program, you can leverage the newest technologies and apps before anybody else. Roll out value-added services at your forecourt flexibly from a single site.

NCR makes change convenient, whether you want to provide additional foodservice options, or offer entertainment for more engagement at the pump.



## Get started with value that doesn't stop.

Enhancing your business with NCR is simple. Here are some quick examples of how you can grow your revenue by arming your forecourt with future-proof innovation.

According to NACS, the average gas station sees **1,100 customers per day**, but **70% never enter the store**.



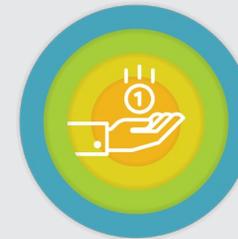
The typical driver refuels 4-5 times per month — **what if you converted half those visits to upsells?**



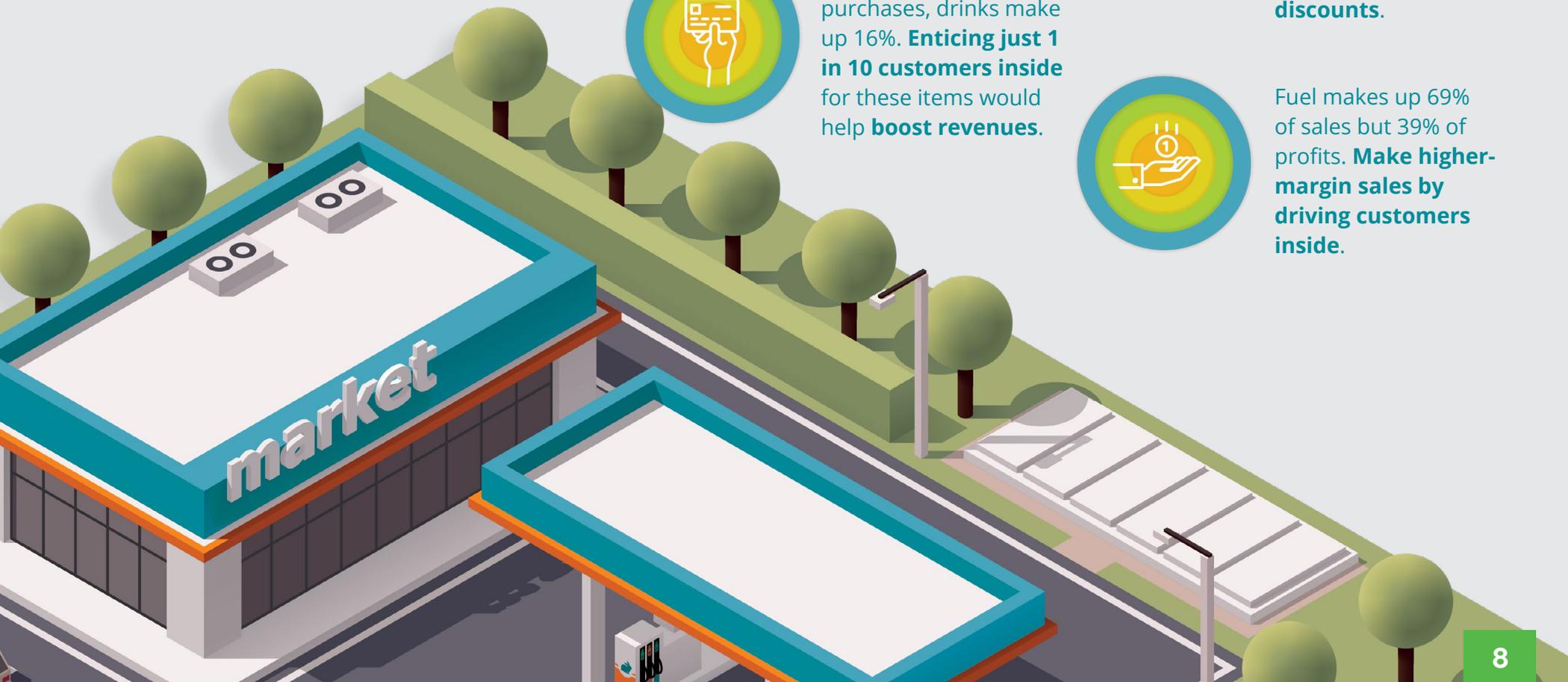
Food service makes up 22% of c-store purchases, drinks make up 16%. **Enticing just 1 in 10 customers inside** for these items would help **boost revenues**.



On average, refueling takes 3-5 minutes — **engage captive audiences with services, gamification and personalized discounts**.



Fuel makes up 69% of sales but 39% of profits. **Make higher-margin sales by driving customers inside**.



**Before you integrate this future-proof tech at your forecourt,** prepare with these best practices:

## MISCONCEPTIONS

**Assume** all customers are alike

**Miss** sales opportunities

**Fall behind** on EMV mandates

**Market** all items the same way

**Stick to** traditional business intelligence

**Get locked into** media contracts

## BEST PRACTICES

**Choose** a customized media approach

**Up-sell and cross-sell** items past the pump

**Maximize impact** during upgrade

**Feature** personalized recommendations

**Allow** customers to place self-service orders

**Have complete control** over the content at your forecourt

By following best practices for this innovation, **you can increase engagement, sales and business.**



[retail.info@ncr.com](mailto:retail.info@ncr.com)  
[www.ncr.com/fuel-the-forecourt](http://www.ncr.com/fuel-the-forecourt)

