The Future of the Convenience Store Experience: Inside & Outside the Store

Ernesto Priego, Sr. PCR Solution Manager, NCR
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"Prediction is very difficult, especially if it's about the future."

-- Nils Bohr
Industry Standard

The Average C-Store

- Building size of less than 5,000 sqft.
- Off the street parking or convenient pedestrian access.
- Extended hours of operation.
- Offer at least 500 stock keeping units.
- Product mix includes significant selection of convenience items.

- Foodservice Growth: +7.8%
- Labor Cost: +7.5%

Store Counts:
- Single Stores: 65%
- 2-50 Store Chains: 8%
- 50-200 Store Chains: 5%
- 200+ Store Chains: 22%

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Today’s Topics:

1. Consumer
2. Products
3. Technology
4. Competition
Consumer

Upcoming Generations

Aged 12-24

- 86% Own a smart phone
- 8% Shop online
- 53% Look forward to visit

Growing up exposed to high levels of technology
Highly diverse and segmented
Trend conscious and flexible

Aged 25-34

- 86% Own a smart phone
- 27% Shop online
- 50% Look forward to visit

Significantly more likely to be daily or weekly c-store shoppers
Highly educated
Demand healthier, fresher options
4 in 5 consumers (80%) are considering alternative fuel vehicles to save money on fuel.

Prepared food onsite contributes to over 65% of Sales Contribution.

The inside transaction increased 8.3% in 2015. 75% of c-store shoppers are looking for healthier food options.
Technology
Emerging Touchpoints

MOBILE
ONLINE ORDERING
SSCO
OPTIC
Augmented Reality and Beacons

How Can Retailers Take Advantage?
Competition

The Game is Changing, Retailers Must Evolve…

Disintermediation

Channel Blurring

New Competitors
Customer Experience (Cx) Retailing
What to look for at Synergy for PCR

**August 15**
- **3:00-4:00** PCR OPTIC Training
- **4:00-5:00** PCR EMV Training

**August 16**
- **10:30-12:00** PCR General Session

**August 17**
- **2:00-2:45** The Future of Petroleum with Self Checkout
- **4:00-4:45** The Future of the Convenience Store Experience: Inside and Outside the Store
  - **11:00-1:30** Exhibit Center

**August 18**
- **8:00-9:45** RPOS and Store Point User Group Meeting
  - **10:00-12:00** PCR Round Table Discussions
Thank you
Please remember to take the brief session survey in the mobile app. Your feedback is very valuable to us!

Ernesto Priego
Sr. PCR Solution Manager
NCR Retail

3295 Brookside Parkway
Alpharetta, GA 30022
Ernesto.Priego@ncr.com