

Engage your customers to boost your business beyond the pump

Deliver more convenience
for customers and drive
more revenue for your store.

Your forecourt is an extension of your brand experience

Your customers are unique, and so are their interests, needs and habits. Is your forecourt set up to engage every customer as a unique individual - from the multi-tasking soccer mom to the long-distance trucker?

What if you were able to understand each customer based on their loyalty profile and customize the engagement each and every time? And instead of canned messaging — or predetermined advertising that's displayed to all audiences — you could personalize offers at the pump, while your customers fill up?

165 million customers visit c-stores every day. The average U.S. driver spends 3-5 minutes at the pump. Imagine the additional revenue you could see if you used those 3 - 5 minutes to turn every fuel transaction into an upsell opportunity in-store.



74%

**of customers aren't
going inside because
they don't feel the
need.**



Shoppers like convenience

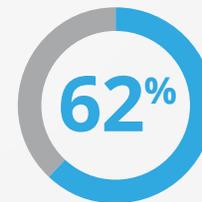
Give customers a reason to venture inside.
Here are some things to consider:



of shoppers **decide whether to enter** the store while standing at the pump



of shoppers **read signage at the pump** while pumping gas



of shoppers are **influenced by rewards for food & drink purchases**



of shoppers **like the idea of pre-ordering drinks, snacks or other store items** ahead of time or at the pump



of shoppers say **pump-side delivery would be faster** and save them time



of shoppers want **someone to bring their preordered items** to them at the pump

Get started with value that doesn't stop

Here are some quick examples of how you can grow your revenue with forecourt innovation.



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



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



Food service is good business. It accounted for 22.6% of sales and 36.4% of profits. Enticing just 1 in 10 customers inside for food purchases would boost revenue.



On average, refueling takes 3-5 minutes — make the most of this time - offer grab & go coffee or merchandise and deliver more value.

Engagement starts with knowing what they value

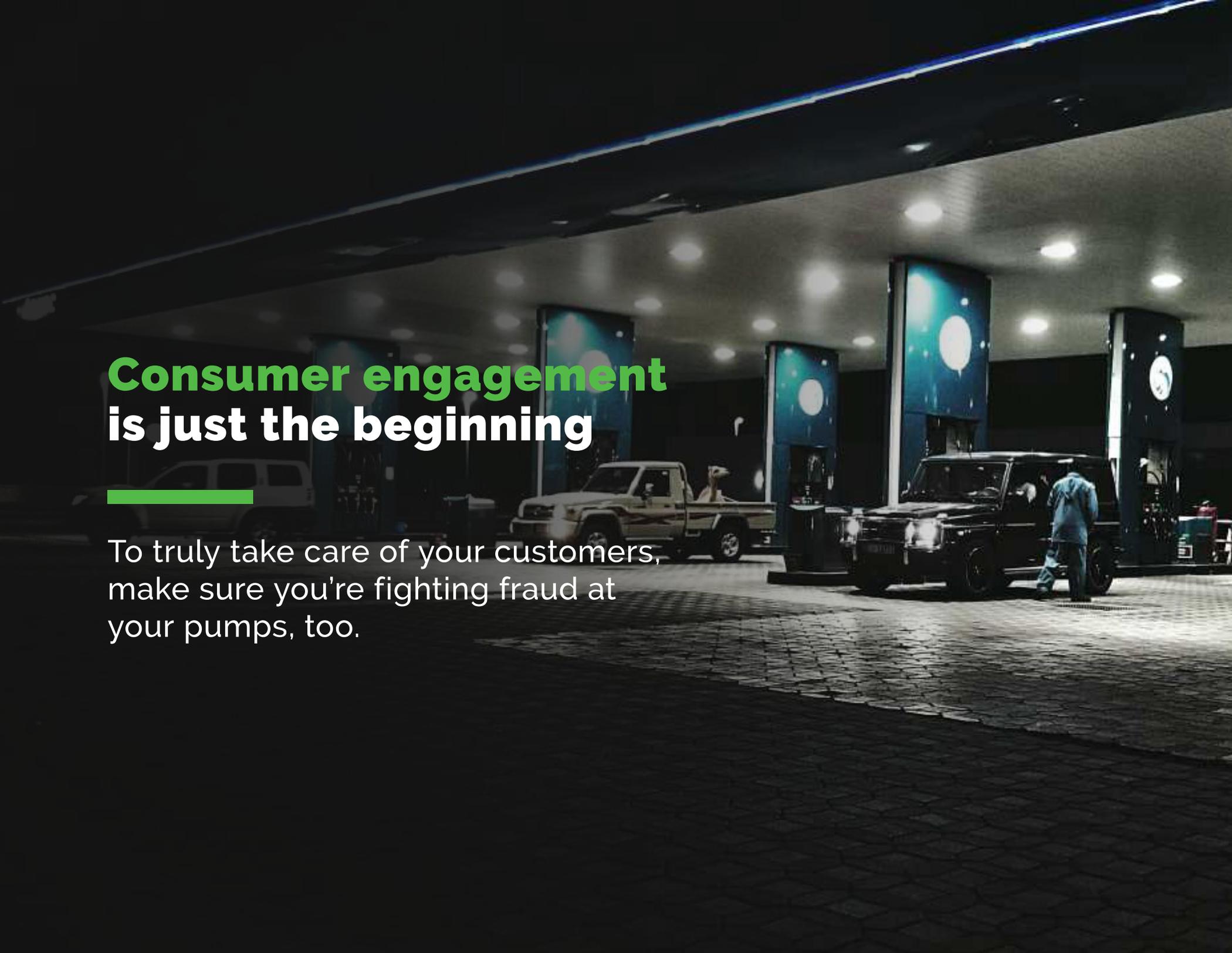
Each customer's concept of value is different. What works for one customer doesn't necessarily work for the rest. While the promise of hot pizza may draw some customers indoors, others may gravitate toward services like pump side delivery. The ability to leverage loyalty and demographic data to improve the quality of offers at the pump, is critical for better customer engagement and better business outcomes.

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

Beyond just fueling up

- When people refuel they are very often running errands, including picking up items that they could conveniently find in a c-store
- C-stores can use customer data to send targeted offers
- Combine real-time and historical purchase data to make the best offer recommendations





Consumer engagement is just the beginning

To truly take care of your customers,
make sure you're fighting fraud at
your pumps, too.

Secure your pump, protect your customers

While using their debit or credit card, consumers want to be sure that their transactions are safe. Secure your pump with EMV-ready point of sales (POS) systems to protect your customers and your business.

There is good reason why the switch from magnetic strips to EMV (chip embedded) cards took place. The ability to steal consumers digital information from a magnetic strip was too easy resulting in billions of dollars lost to fraud each year.

EMV cards aren't immune to fraud but they are more secure. To up your customer's safety and security consider making your POS contactless so your customers can tap and pay or use mobile payments. You'll not only protect them, but you'll find more ways to engage with your customers, send them offers and get them to come inside your store.



Future-proof your forecourt

Consumer expectations are changing and it's not cost-effective to rip and replace frequently to keep up with the market. Instead, you need technology that's flexible and open so that you can innovate on the go and stay ahead of competition.

Find technology that allows you to quickly roll out third-party apps and new capabilities such as grab-and-go, or loyalty-based offers to deliver better value to your customers. With support for contact and contactless payments, you're ready to attract more consumers.

You'll also want a technology solution that provides retrofit options for most dispenser models, so you can deploy a consistent customer experience across all sites, reinforcing your brand value.



Here are a few factors to consider as you evaluate outdoor payment technology options



Customer experience drives business. Look for technology that gives you complete content control to deliver the brand experiences your consumers expect.



Be ready for the future. Ability to support mobile & contactless payments is crucial.



Make sure you have a flexible open platform that allows you to quickly deploy new capabilities and business models such as grab & go.



Keep operational costs low with cloud based remote management of software and terminals.

Transform your forecourt with NCR OPTIC

Start today at [NCR.com/retail/convenience-fuel-retail](https://www.ncr.com/retail/convenience-fuel-retail)
or email Retail.Info@NCR.com

