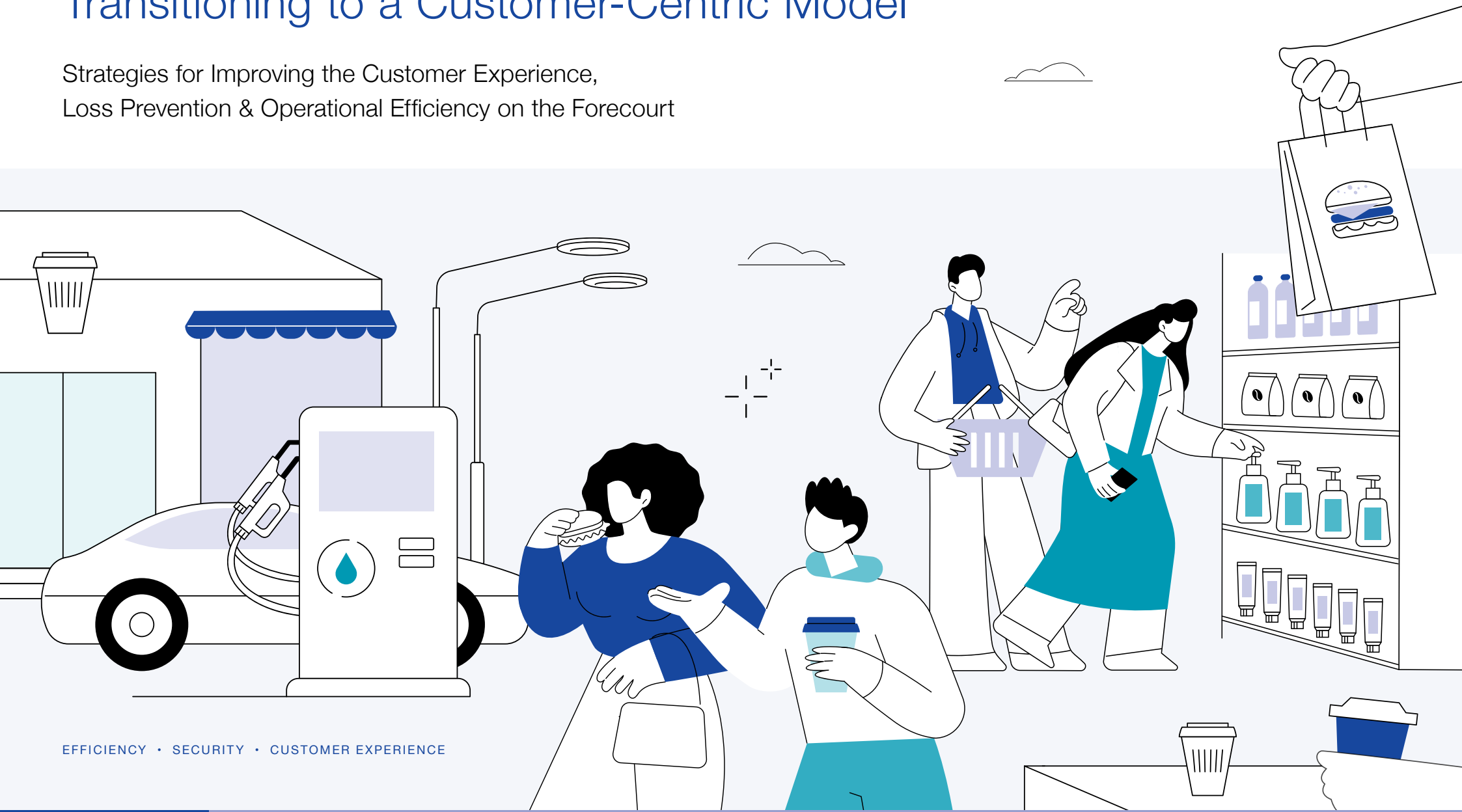




# Fuel Retail Case Study

## Transitioning to a Customer-Centric Model

Strategies for Improving the Customer Experience,  
Loss Prevention & Operational Efficiency on the Forecourt



# Sector Transformation

Shrinking margins, market pressures, growing electric vehicle sales, and pressure from governments and society to shift towards a carbon-neutral economy, has compelled petrol station forecourts to evolve and diversify beyond fuel sales. **Fuel retailers must transition from a vehicle-centric to a customer-centric model, creating new value propositions and forming strategic partnerships to offer additional products and services.**

## Market Insights



“Achieving **net-zero emissions** is part of our Powering Progress strategy. Our target is to become a **net-zero emissions energy business by 2050**”.<sup>1</sup>

Shell

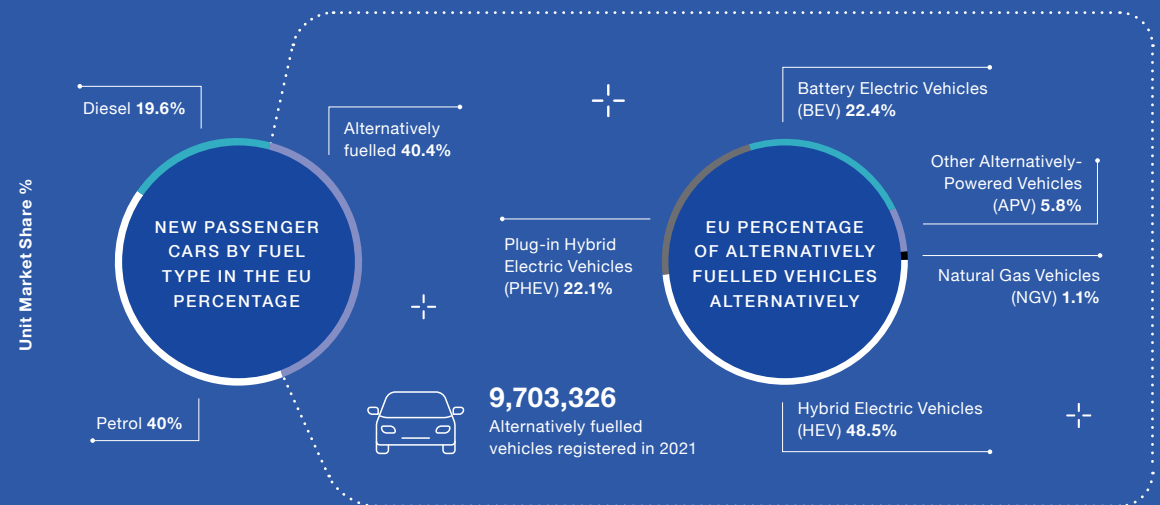


“Forecourts of 2030 may see approximately **40 percent of their revenues flow from retail, food and beverage.** We expect around 30 percent of from adjacent services and about 10 percent from mobility services. Fuel will likely make up just 20 percent – and that proportion will likely decline”.<sup>2</sup>

KPMG | Customer Insights & Loyalty 2023

### ALTERNATIVELY FUELLED VEHICLES ACCOUNTED FOR 40,4% OF TOTAL PASSENGER CAR REGISTRATIONS IN THE EU-27 IN 2021\*

Fig 1



\*Conventional fuel types dominated EU car sales in terms of market share (59.6%) in 2021. Alternately fuelled vehicles accounted for 40.4% of the total passenger car sales across the EU, which represents a significant increase from 2019 to 2021 (11% to 40.4%, respectively). Stimulus packages introduced by governments to boost demand, following the unprecedented impact of Covid-19 on car sales, sought to stimulate alternately-powered vehicles in particular, further driving demand for low and zero-emission cars. **Please note that due to rounding, figures may not add up exactly to 100%.**



# Building a Customer-Centric Model

The good news is that fuel retailers are ideally positioned to provide convenience to consumers, who increasingly prefer one-stop shopping. Many leading brands are already well advanced on their journey to transform. For instance, **BP plans to double its convenience sites, from 1,600 in 2019 to around 3,500 by 2030**, enhancing its retail presence with its own brands and partnerships like M&S, Rewe, Billa and Pick n Pay which has significantly boosted customer visits.

## Case Study Example 1: BP



**320+**

Stores in the UK<sup>3</sup>

bp | Wild Bean Café



**155+** 24-hour franchises<sup>4</sup>

The strategic partnership with Pick n Pay has now **grown to over 155 franchise 24-hour** Pick n Pay Express stores on bp forecourts across the country with plans to reach over 200.

PicknPay



**M&S Food is famous for great quality food at fantastic value** and over the past 16 years our partnership with bp has given many more customers the opportunity to enjoy our wide range of delicious sandwiches, meals and everyday staples in almost 300 locations across Great Britain.<sup>5</sup>

Stuart Machin, M&S chief operating officer and M&S Food managing director





# Building a Customer-Centric Model

Shell's collaborations with brands such as Postbank, Costa, and Amazon exemplify this shift. Their first EV hub in London includes multiple amenities, reflecting a balanced focus on goods, services, and mobility. **Shell aims for a future where convenience retailing becomes a core aspect of its business.**

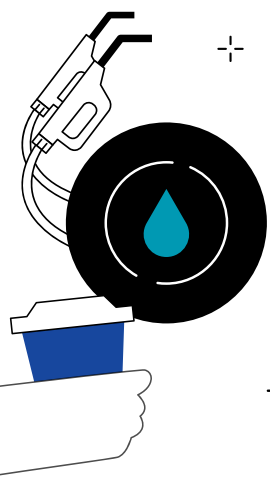
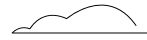
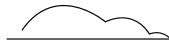
## Case Study Example 2: Shell



Approximately **2,000** stations throughout Germany<sup>6</sup>

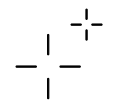
Shell and Lekkerland are continuing their long-standing partnership to further develop the store business at **approximately 2,000 stations throughout Germany.**

Shell | Lekkerland



In the past we were predominantly fuels retailers. **Shell today is probably around a half-and-half split between goods and services and fuel retailing.** But where we need to be in the future is very clear – we need to have greater convenience retailing; greater goods, greater services; and of course this new sector called mobility.

**Bernie Williamson, Shell's UK general manager**



# Strategies for Improving CX & Operations



## 1. Speed Up Service Delivery

Leading retailers understand that transforming the customer journey in the forecourt is vital to their success.

Efficient payment options, such as self-service kiosks and self-checkouts, can create a smoother journey around the forecourt, by reducing queues and improving service speed.

Self-service solutions can increase average basket sizes and enhance hygiene in food service. And they can support 24/7 or longer opening hours to help you operate with reduced staff resources.





# Strategies for Improving CX & Operations



## 2. Automated Cash Handling

The traditional way of managing cash in store is an error-prone time-consuming business, with procedures in place around security, counting, preparing floats, end of day reconciling and CIT collections. Solutions like smart safes have improved cash handling, but they only address a limited part of the whole cash journey. Technology is now available that means the end-to-end journey of cash through the store can now be fully automated, saving significant time and resources, as well as eliminating shrinkage and errors to tackle loss prevention.

**The future of modern efficient cash handling lies in automation and recycling capabilities, securing and recycling cash in store to reduce the amount of cash you need to hold on the premises, and reducing the amount of CIT visits. In this way, retailers can maximise the value of automation across many business units.**



### Front of store

- ✓ Offer more customer checkout choices
- ✓ Reduce wait times with increased efficiency
- ✓ Improve hygiene and protect associates' health



### Self-Checkout

- ✓ Speed up transactions and reduce wait times
- ✓ Give customers more payment & checkout options



### Back of store

- ✓ Speed up cash counting and processing
- ✓ Reduce opportunities for theft and loss through human error
- ✓ Secure closed cash management between the front and back of store



### Kiosks

- ✓ Automate cash handling
- ✓ Improve hygiene where cash and food are handled


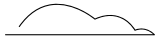





# Summary

Transitioning to a customer-centric model is essential for fuel retailers as fuel revenues decline. Focusing on **enhancing the customer experience and implementing automation solutions** will deliver for customers and optimise the operational efficiency of your business.


## Benefits




Increased revenue




Real-time customer insights




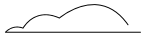
Reduced queues




Efficient peak time management




Enhanced customer throughput




Extended operating hours




Optimized staff resources




Automated cash management



Improved security



Loss prevention



Reduced cash holdings on-site

## Talk to Glory. Discuss your goals.

We work with many of the top international retail brands to develop solutions to enhance the in-store customer journey and improve the efficiency of their operations.

