

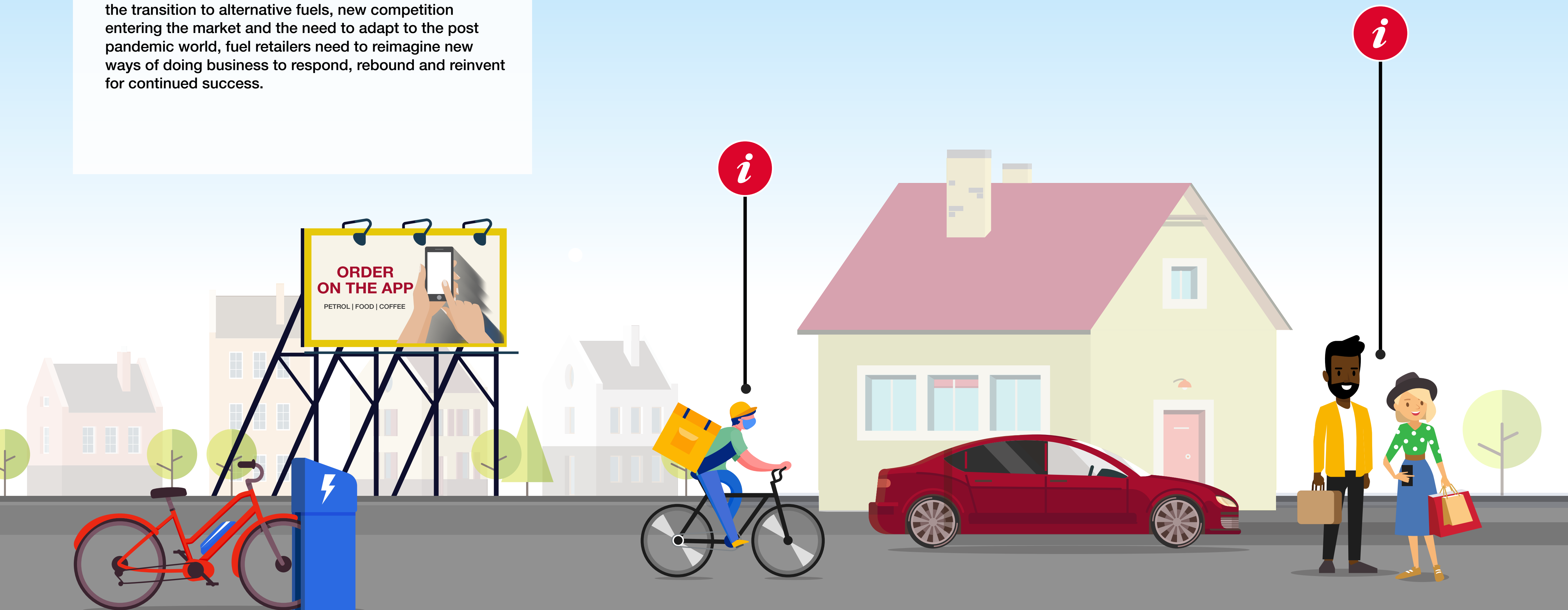


Transforming the Fuel Retail Customer Journey



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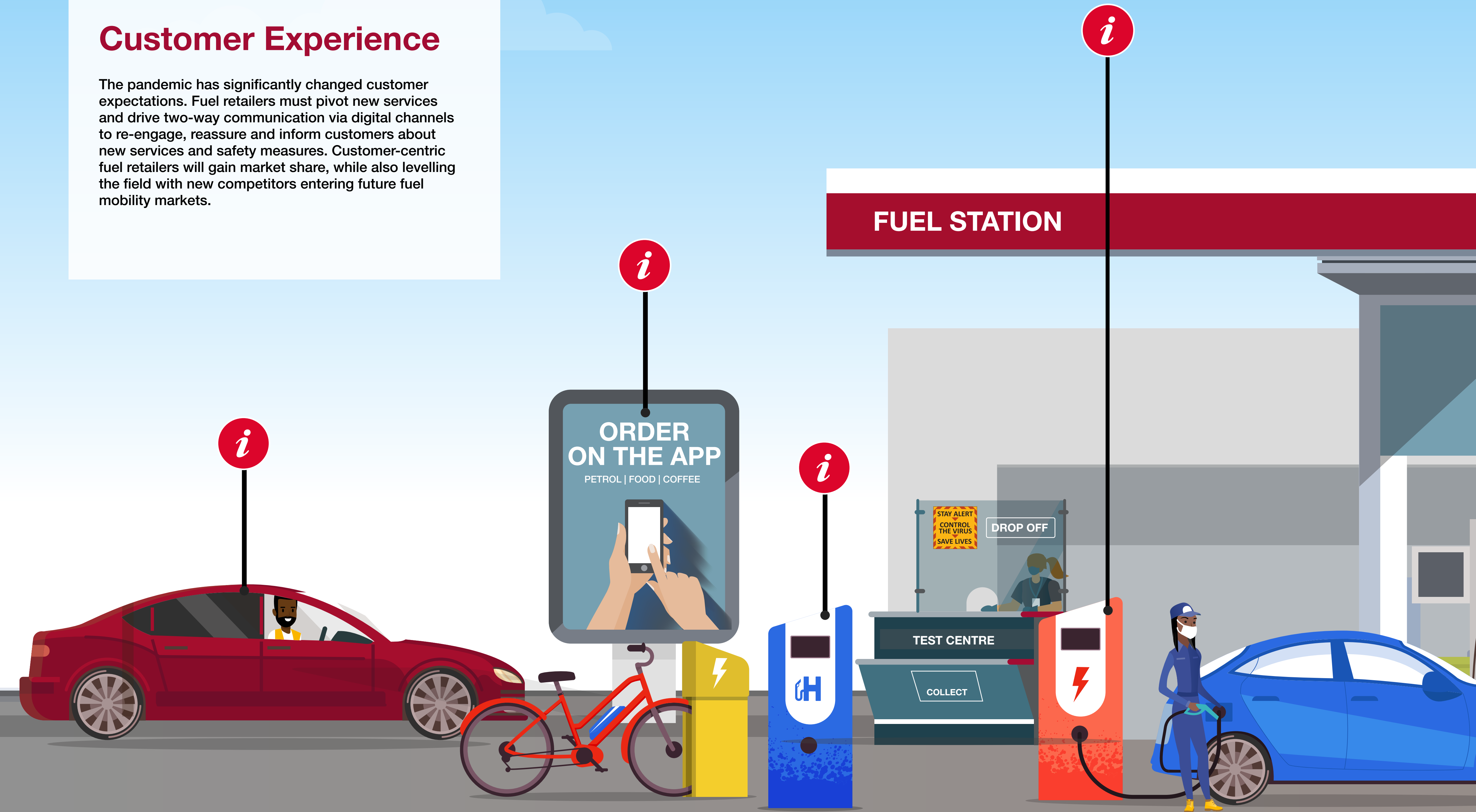
Traditionally, the service station business model has not been impacted by the trends that have influenced the wider retail industry in the last 10 years, including the move to online and changing customer behaviours. With the transition to alternative fuels, new competition entering the market and the need to adapt to the post pandemic world, fuel retailers need to reimagine new ways of doing business to respond, rebound and reinvent for continued success.



CGI

Customer Experience

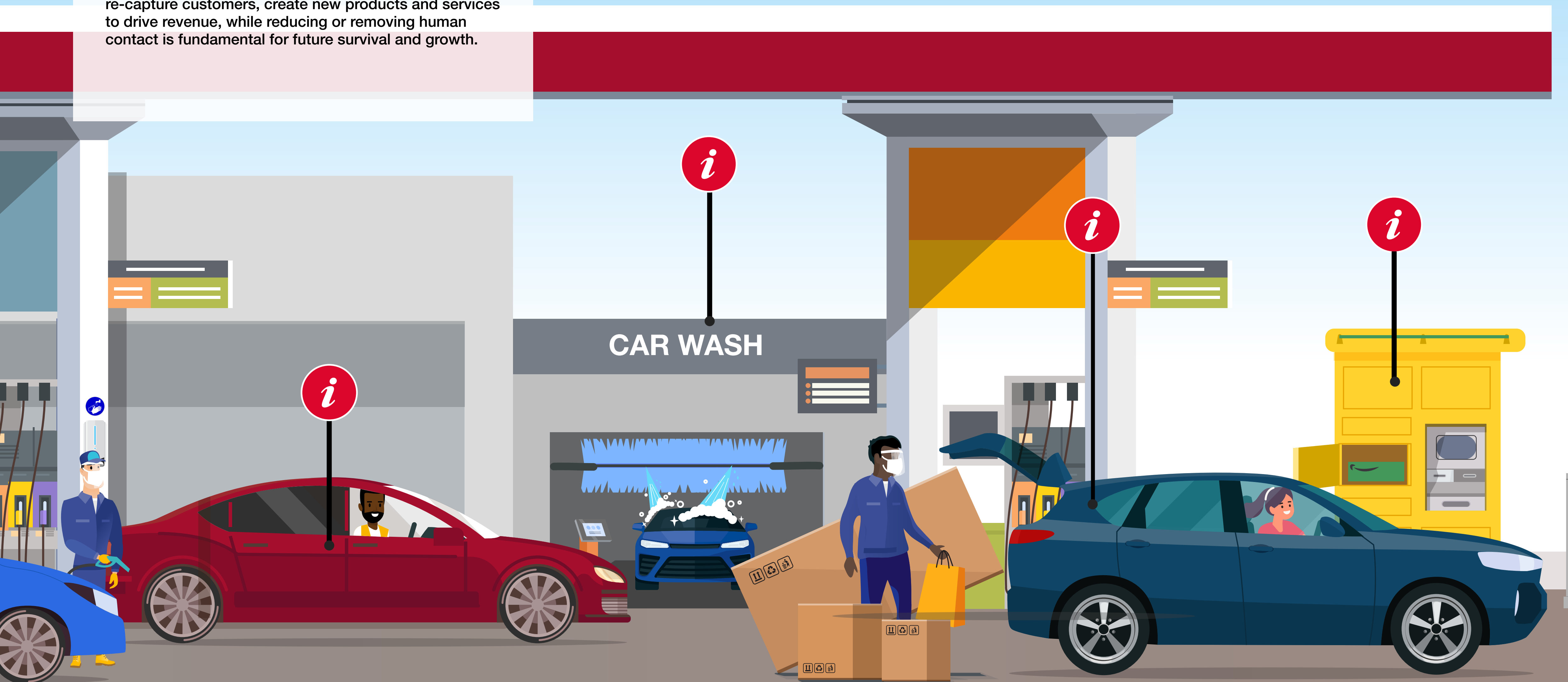
The pandemic has significantly changed customer expectations. Fuel retailers must pivot new services and drive two-way communication via digital channels to re-engage, reassure and inform customers about new services and safety measures. Customer-centric fuel retailers will gain market share, while also levelling the field with new competitors entering future fuel mobility markets.



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Service Station

The fuel retail industry has been severely impacted by the drop in fuel demand and in-store sales. Now more than ever, fuel retailers need to evolve their business models to address emerging market challenges and yield new opportunities. The need to capture and re-capture customers, create new products and services to drive revenue, while reducing or removing human contact is fundamental for future survival and growth.



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Convenience Store (but not as we see them now)

Fuel retailers must adapt to continually changing customer needs, by evolving their services and product lines, to appeal to the local needs of their customers. The shopping experience and customer expectations may well change permanently following the pandemic, making it vital for fuel retailers to reassess their business models to adopt new services, communication channels and social distancing measures.

