

# Shaping the future of fuel retail

CGI in Energy

**CGI**



# Challenges

1

**Falling sales in fuel** resulting in reduction in footfall and subsequently reduced non-fuel sales

2

**Changing environmental considerations** with consumers moving away from hydrocarbons to electric

3

**Increased online engagement** shifting away from traditional, physical stores

4

**Changing customer expectations** with increased demand for a seamless, personalised customer experience



# What we offer



## Marketplace platform

Smart Commerce platform enables customers to buy whatever the fuel retailer wishes to sell

Providing greater customer behaviour insight by capturing customer and order data

Unlocking new revenue streams and enabling the development and rollout of new services quickly and easily

Offering customers new offerings through digital channels as well as at the fuel station and providing a seamless customer experience from online through to fuel station



## Smart commerce insights hub

Holistic data hub combining data from internal and external sources, enabling deeper understanding into customer behaviour

Enabling delivery of real-time actions based on the insight - making offers, loyalty programmes, product recommendations and marketing highly relevant and personal to each individual customer

Offered as a service to ensure the business can utilise the full capability of machine learning



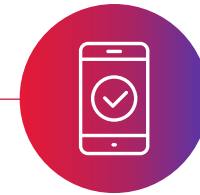
## Commerce business accelerators

Set of solutions to leverage the marketplace platform, working with a wide range of best of breed technology partners

Integration solution to connect products and services allowing rapid onboarding of new customer offerings

Social and commerce-based marketing solution using the learning from the insights hub to ensure relevant and personalised marketing

Digital contact centre solution that integrates into your ecosystem which offers customers easy ways to resolve queries quickly



## Operations optimisation platform

Operations platform which provides visibility of operational issues in the retail network and informs individual sites so they can take action

Implementation of sensors at each fuel site to proactively monitor all aspects of the fuel site operations

Coupled with our powerful fleet authoriser or connected via API into your existing systems

# Benefits

1

**Harmonised retail experience** by bridging the gap between the physical fuel site and e-commerce to improve the customer experience

2

**Improved customer experience** with better insight and the creation of a single channel for the customers' needs

3

**Increased flexibility to adapt to customers' changing expectations** through better insight and analytics to drive footfall, increase revenue and profits

4

**Reduced operational costs** through improved visibility of issues



# CGI in energy

- Delivering complex **industry solutions** and **services** to Oil & Gas globally for **30+ years** including Supermajors in **Europe** and **North America**
- Managing **500+** business critical systems in key domains  
**Exploration & Production, Engineering and Retail**
- **1,000+** applications supported for global oil and gas companies



## What we bring:

- **Deep business relationship and knowledge**
- **Ability to develop compelling cases for change**
- **Cross Domain & technical expertise**
- **Industry-focused thought leadership**
- **Extensive partner ecosystem**

## Working with Shell

CGI delivers an end-to-end fuel payments system that enables Shell's customers to manage their commercial fleets across the world.

Shell has been working in partnership with CGI to take digital transformation to the next level with a state-of-the-art online fleet management solution that delivers the best possible experience for its customers, whether they manage a fleet of 5 or 5,000 vehicles.

# About CGI

## Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world, helping clients achieve their goals, including becoming customer-centric digital enterprises.

