



eBook

punchh®

**Overcome the Top
5 C-store Marketing
Obstacles with Digital
Customer Loyalty**

Overcome the Top 5 C-store Marketing Obstacles with Digital Customer Loyalty

Today's c-store customers have a proliferation of options to meet their shopping needs, and a customized digital convenience store loyalty program is just the ticket to drive valuable digital sales growth. The pandemic continues to accelerate an increased reliance on digital interactions, leaving marketers challenged to effectively address customers' changing behaviors and preferences. Shoppers have also always valued the unmatched speed of c-store transactions with the time to walk in, purchase an item and depart being between 3 to 4 minutes. (NACS Speed Metrics Research) The pandemic has further accelerated customers' desire for a quick stop that provides everything they need.

With a digital omnichannel loyalty program a brand's speed of service will increase, while also growing customer lifetime value. It provides c-stores

with an expanded definition of "convenience" that includes personalized mobile offers, online ordering, curbside pickup and more. Meeting the growing expectations of time-strapped, tech-savvy shoppers has raised the bar for brands to create a path of engagement that optimizes customer loyalty through mobile channels and in-store experiences.

Achieving true loyalty today requires giving customers a reason to drive to your location. This means c-store chains need the ability to learn the digital identity of each individual customer, harness technology to get to know them better, and in turn, create relevant, real-time offers based on their behaviors and preferences. Customer relationships grow by delivering personalized messages and customized experiences that delight shoppers into engaging with a brand in-store, at the pump, online and in-app.

Very simply – c-store customer loyalty isn't going to just happen today; it must be earned.

QUICK TIP

C-store chains need the ability to learn the digital identity of each individual customer, harness technology to get to know them better, and in turn, create relevant, real-time offers based on their behaviors and preferences.



Customer demand for mobile convenience



Most customer lifestyles involve mobile devices and c-stores need to make the investment to position themselves on this channel. Amidst increasing competition from QSRs and grocery stores, c-stores must recognize that in order to compete they need to leverage digital technologies that capture loyalty and drive profitability. A mobile rewards app provides a digital touchpoint for customers to receive real-time, personalized offers that can be viewed while at the pump to help drive them into the store.

36%

of consumers say loyalty programs are c-stores' best lever for driving online-ordering frequency

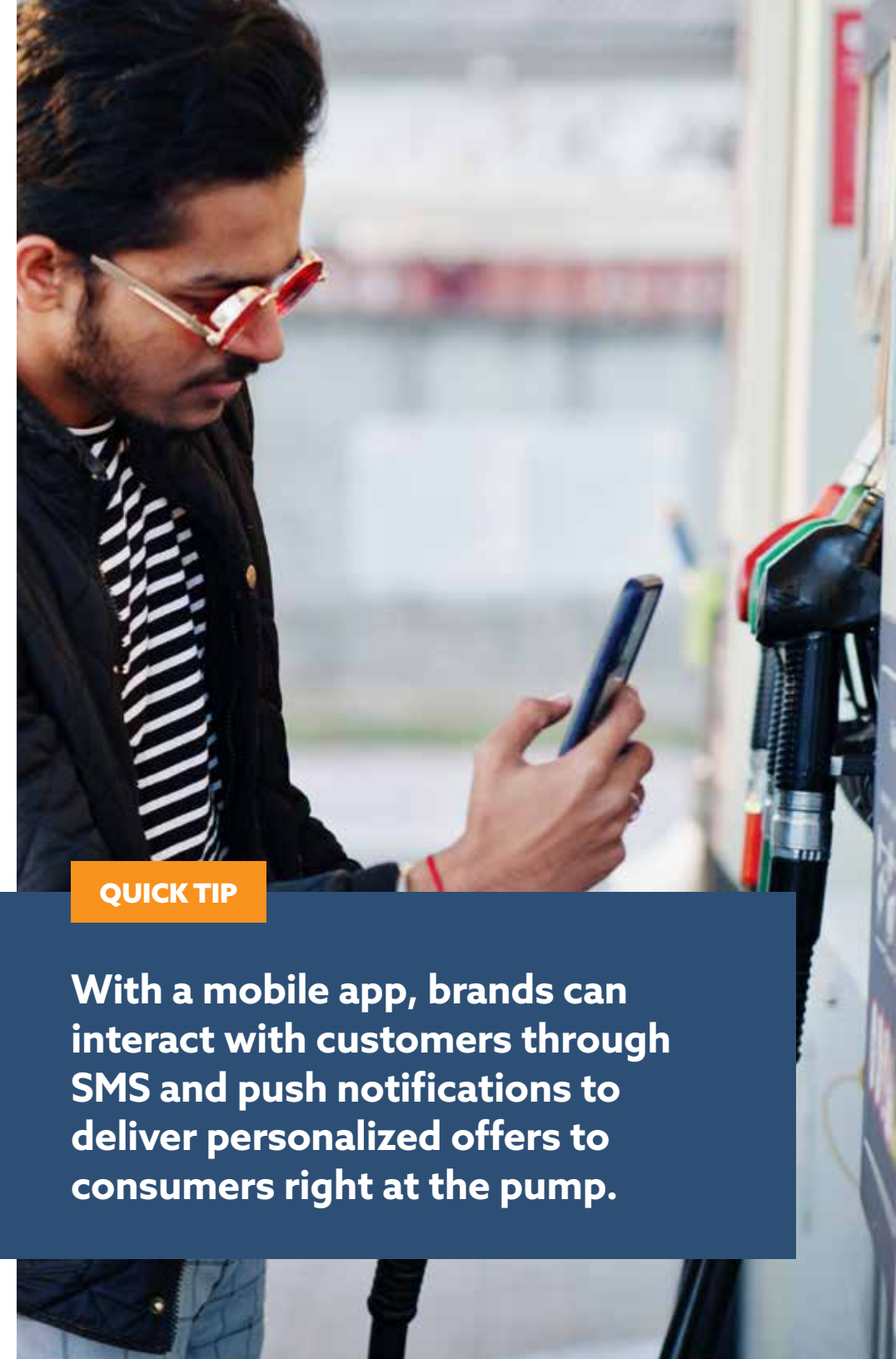
AlixPartners 2021 Convenience Store Industry Outlook study

LOYALTY SOLUTION

Provide a mobile loyalty app that gives customers a way to receive relevant offers, points and rewards for their everyday purchases and delivers a frictionless mobile check-out. With a mobile app, brands can build a solid digital offering and have a tool to interact with customers through SMS and push notifications delivering personalized offers to consumers right at the pump. Additionally, c-stores can use their app and loyalty program structure to differentiate themselves in the marketplace.

QUICK TIP

With a mobile app, brands can interact with customers through SMS and push notifications to deliver personalized offers to consumers right at the pump.



CASE STUDY

Huck's Bucks Bigg Rewards Program

6X

increase in average
loyalty visits

CHALLENGE

Increase customer engagement with personalized offers & create differentiation in the marketplace

GOALS

- Customize & launch Huck's Bucks Bigg Rewards omnichannel loyalty program
- Give customers a reason to go out of their way to visit them v stopping at the nearest gas station or convenience store
- Create a rewarding mobile app experience

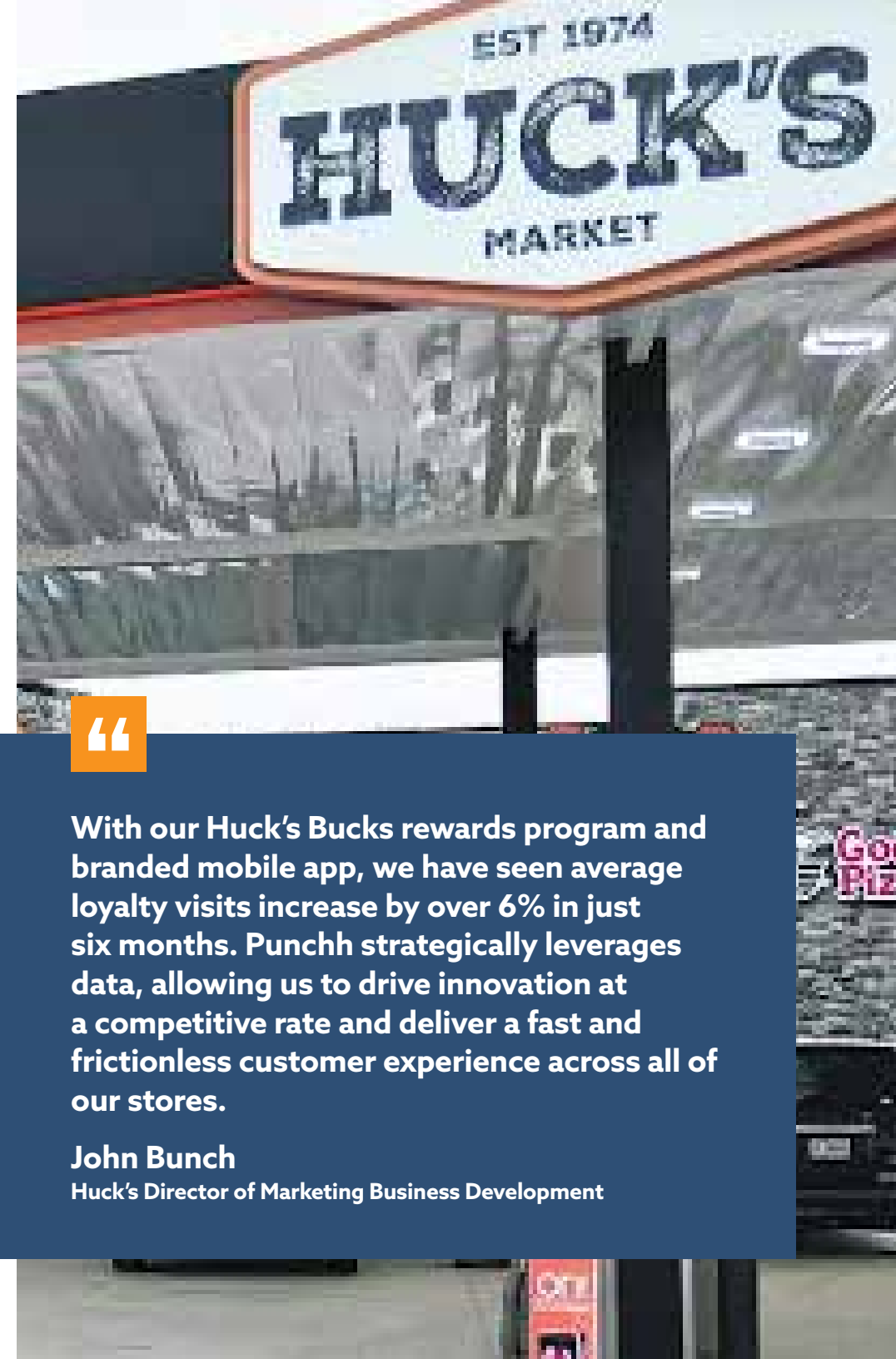
SOLUTION

Punchh developed and powers [Huck's Bucks Reward Program's](#) mobile app that includes exclusive in-app access for loyalty members 21 years and older. This allows the brand to offer tobacco, lottery, alcohol and video gaming promotions. This section of the app helps ensure Huck's has a wide range of redemption options to increase satisfaction and promote engagement among their customers, while staying true and committed to responsible retailing.

JON BUNCH'S VIDEO
EMBED AND PLAY



John Bunch
Huck's Director of Marketing
Business Development



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With our Huck's Bucks rewards program and branded mobile app, we have seen average loyalty visits increase by over 6% in just six months. Punchh strategically leverages data, allowing us to drive innovation at a competitive rate and deliver a fast and frictionless customer experience across all of our stores.

John Bunch
Huck's Director of Marketing Business Development

Accelerated interest in online ordering



38%

of U.S. c-store owners plan to expand their app-based ordering and payment capabilities while 32% will expand mobile ordering for in-store pickup

2020 NACS Retailer Member Pulse Survey, December

C-stores are striving to keep pace, as more grocery stores and restaurants are offering mobile order ahead, curbside pickup, and home delivery in addition to a host of online 3rd-party food delivery services standing ready to meet these needs. C-store customers now want this service from their convenience store brands too.

Smart c-stores have begun a digital transformation to compete for wallet share with mobile and online ordering. However, to deliver a seamless, frictionless experience brands need an online ordering system integrated with their POS and complete tech stack. Without the integration between the convenience store loyalty program and ordering system, the process is clunky and doesn't allow for customers to earn/redeem points. This can cause customer confusion and does not incentivize online ordering, which may lead to a lack of online loyalty sales.

LOYALTY SOLUTION

Integrations with online ordering partners connected through API allow for many features such as: seamless SSO, native ordering experience interface, and effortless real-time earning/redeeming for verified loyalty purchases. Punchh integrated with Casey's, the fourth largest c-store retailer and the fifth largest pizza chain in the U.S., online ordering system through NCR to ensure their customers have a contactless, consistent in-app ordering experience and curbside pickup option.

QUICK TIP

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Lack of POS and loyalty system integrations for real-time offer validation

Brands need access to robust data, which is provided from POS transactions. Without the ability to gather and analyze this data, brands lose out on valuable information about their customers' behaviors and preferences. In order to build meaningful relationships, c-stores need to create highly-defined customer segments and personalized offers that drive sales lift and increase lifetime value. With offer creation also comes the stress of remembering to correctly set all the SKUs and modifiers within the system. Integrated systems provide marketers with the ability to make real-time adjustments to receipt criteria or the offer on the fly, without the help of IT.

50%

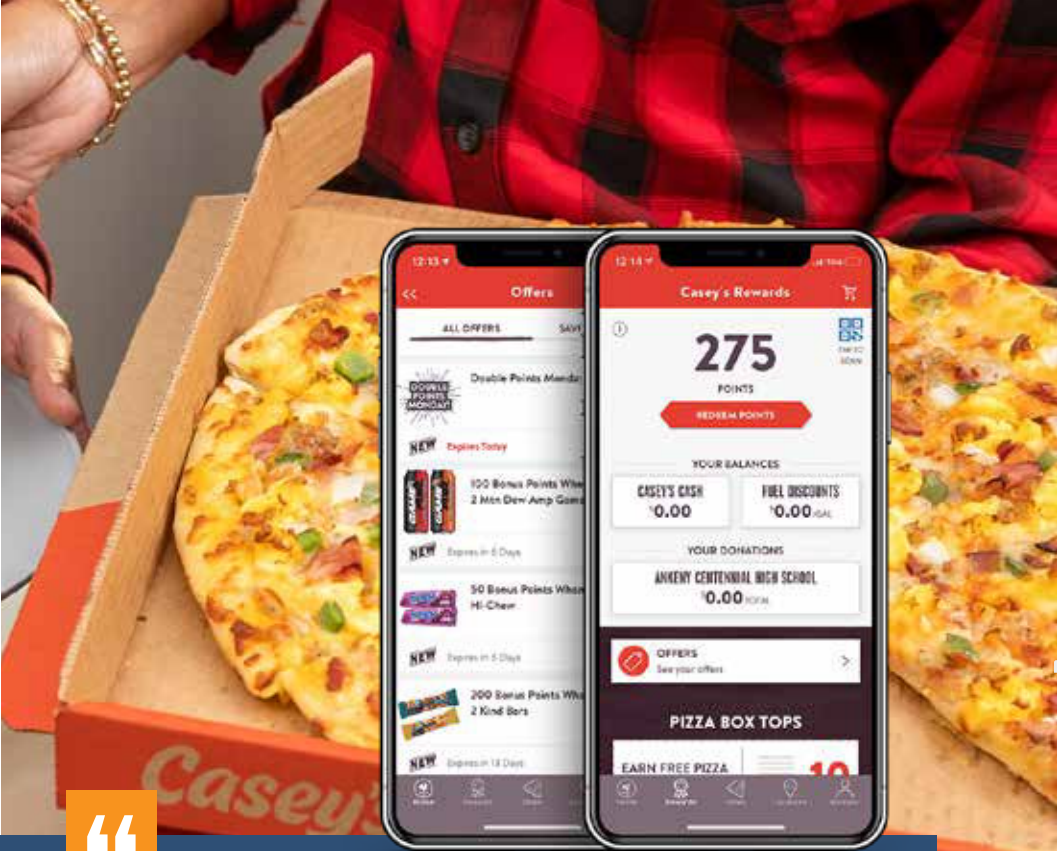
of high-frequency c-store consumers (three or more visits per week) say loyalty programs are "very" or "extremely" important

AlixPartners 2021 Convenience Store Industry Outlook study

LOYALTY SOLUTION

Look to work with a loyalty solution that provides out-of-the-box integrations with all the leading c-store POS and payment providers, including Gilbarco, Verifone, NCR, Bulloch POS, and others, to accelerate time-to-market and ROI for your brand.

POS integrations that are best-in-class can handle complex offers and provide a richness of data that other competitors may lack. With this brands can drive unique offers tailored to their customers for optimal changes in behavior. Comprehensive POS APIs help ensure cstores do not suffer from server connectivity issues to validate offers or to allow guests to earn/redeem points, reducing fraud and unnecessary discounting.



Punchh seamlessly integrates with our point of sale, fuel pump system, commerce platform, and messaging hub, allowing us access to critical customer data across all of our in-person and online touchpoints. With this data, we are able to elevate all areas of our business – pizza, grocery and fuel – to deliver a more meaningful experience for our guests across our over 2,200 stores.

Art Sebastian
Casey's VP of Digital Experience

Disparate solutions for customer messaging and offer delivery

Marketers need a single platform that does all the heavy lifting for them. Marketing programs running on outdated legacy systems that lack system integrations will no longer succeed. Marketing spend on technology is on the rise as brands embrace cloud technology, data collection and analytics, automation, and security, which provide cstores of all sizes the ability to know their customers and scale.

An innovative platform delivers a 360-degree customer view by bringing together data on customer demographics, geographics, in-store purchases, sentiment analysis, loyalty status, etc. and organizes it around individuals for brands to personalize their marketing initiatives and serve-up real-time, relevant offers.

LOYALTY SOLUTION

A single, scalable platform provides marketers with an easy, unified approach to execute all their marketing and loyalty strategies. It creates an important hub that unifies data from multiple sources and makes it actionable to drive and optimize customer loyalty interactions that increase participation and ROI.

Working from a comprehensive platform, c-store marketers have the right integrations and tools to create personalized offers executed through automated campaigns and delivered in real-time over customers' preferred channels. This type of personalization connects brands with their customers through omnichannel interactions that drive foot traffic from the pump into the store.

QUICK TIP

Personalization connects brands with their customers through omnichannel interactions that drive foot traffic from the pump into the store.



Leaner marketing teams and little IT support






The pandemic has left many c-store marketers working on leaner teams. The value of a loyalty solution is not just the tech and tools it provides, but also the ease of integrations that don't require IT support as well as a customer's ability to effectively use and understand the platform. On-demand training, such as the Punchh **certification program**, provides marketers with video instruction to learn the platform, create customer segments, and build out campaigns with specific offers. Often smaller brands are not provided the training and guidance they need to deliver effective loyalty campaign ROI. Once this becomes apparent it forces brands to reach for outside support from multiple vendors, which becomes very costly and cumbersome.

LOYALTY SOLUTION

While Punchh is enterprise-scalable it's also SMB-flexible. And because marketers often work on lean teams, Punchh Managed Services provides help with the creation and delivery of a brand's campaigns. Customers gain access to best-in-class practices and resources to drive their marketing efforts and grow the acquisition and retention of their rewards members. A dedicated CSM helps marketers track and measure recency, frequency, and spend so daily marketing initiatives are optimized for targeting all three aspects of CLV.

C-stores that work hard to cultivate long-standing, personal relationships will create the sense of specialness needed to drive genuine customer loyalty. The kind of loyalty that increases customer frequency, wallet share, and same store sale through enhanced and sustained program participation rates. The key measurements that are the pulse of a c-store's financial health and enduring success.

The Punchh c-store loyalty solutions provide these services to help marketers excel:

-  Customized training guides to be used for in-store associates to help them better understand the loyalty program & reward app
-  Initial platform training and continuing product education on-demand
-  Dedicated account team to provide ongoing business reviews of loyalty program performance & goal setting
-  Optional managed services for marketing strategy, campaign creation, best practices, and program execution
-  Optional guest services to directly manage clients' loyalty guest requests for help with in-app sign-ups, offer redemptions and point management

Learn more about **Punchh Platform or **contact us** to see how we help brands drive profitable relationships through customized convenience store loyalty programs.**



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About Punchh

With Punchh, physical brands can create personalized, loyalty experiences across the customer lifecycle to drive 1:1 connections, lifetime value, and same store sales. The Punchh Loyalty, Offers and Engagement Platform, powered by artificial intelligence, delivers modern loyalty through mobility that extends beyond the mobile device driven by optimized campaigns with dynamic customer segmentation, offers, and analytics.

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