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Video transcript

The fuels retail customer of the future.

What are the biggest trends driving change in the fuels retail industry?

The past five years has seen enormous disruption and change in the fuels retail industry, and this is set to continue for the next 15-20 years. This change has been caused by numerous factors including a great change in digital technology such as mobile and connected car, and factors in the macro-environment such as urbanization, the female economy, the sharing economy and changes from government regulation with regard to the environment. This has led to a quantum shift in customer expectations with regard not just to fuel, but to convenience in retail.

What does this mean for fuels retail customers?

Customers are becoming more demanding, and technology is creating a quantum shift in terms of

their expectations. Hyper-convenience is not just a buzzword, it's a reality that needs to be addressed. Fundamentally if you do not address this, you will lose your customers and you will not win in this market.

What also needs to be considered in the future is who your customers are going to be. Technology and business model changes mean it's more likely that we'll see more of a B2B model than a B2C model. The sharing economy will absolutely increase the B2B model. Looking at autonomous vehicles it's unlikely that the customer you interact with today will be the person you sell fuel to tomorrow.

How can fuels retailers respond to this shift?

We believe that the first thing you need to do is analyze how to create advantages through digital. For example, what kind of site will you have? Is it going to be a marketplace focused on convenience retail and

offerings in that space? Or do you need to look to new models, such as fuels delivery where you don't need a site at all? How can you leverage digital for improved site operations in terms of efficiency and cost reduction? How can you also leverage digital to greater understand your customer and get more personal engagement with them? Additionally, how do you get more personal engagement with you employees? Over and above understanding the advantages of digital we also need to look at agility. Things will need to evolve over the next 5-25 years, and organizations need to embrace that change. They need to understand the changes that are happening with the fuel mix, electric, autonomous vehicles and government legislation. Embrace the technology on an agile level, making sure that the changes you make aren't just one-off, they enable greater and further change down the line.