

A large, stylized orange chevron graphic pointing to the right, positioned behind the text "High performance. Delivered."

High performance. Delivered.

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Video transcript

What are some of the challenges Fuels Retailers face today?

The fuels retail industry is going through significant change. Cost pressures, compliance regulations, shifting business models, increased competition from independents, advances in technology and changing customer expectations present challenges but also opportunities for the industry.

The rapid digitalization of the retail marketplace has meant that online has increasingly become a key sales channel and been a threat to in-store sales, however for the Fuels retailer, the retail site is and continues to be the heart of the business.

We all know that the basic need for fuel still exists; however, the way we buy and sell fuel is rapidly changing with the digital revolution and the demands of the new tech savvy consumer at the center of this change.

What does this mean for a Fuels Retailer?

While most other retail experiences have already been transformed, the Fuels Retail site has been left behind. Fuel “shopping” for consumers is still regarded as a distressed purchase with little brand loyalty, particularly amongst 18 to 29 year olds, many of whom only view price as a differentiator of fuel brands.

A SMART, connected, digital fuels retail site is at the heart of what is required, simply to keep pace with the ever demanding, social media-tuned consumer, who expect real-time interaction with major retailers as a matter of course.

The existing, outdated, landscape of technology and site systems; often, providing only the minimum operational necessities for keeping the site trading, is far from ideal. Disparate applications, legacy systems functioning in siloes at each site; no consolidated or streamlined approach to operations, maintenance or

proactive monitoring all results in significant upfront and ongoing, CAPEX and OPEX investment for the Fuels Retailer. This is a key blocker in driving competitive advantage.

How can Fuels Retailers respond to these challenges?

We believe fuels retailers need to re-imagine their vision and define a strategy that focuses on the consumer, embraces digital disruption and re-orientates towards service based offerings. Flexibility and agility should be a key part of the strategy allowing Fuels Retailers to bring new and innovative offerings to the market faster with a lower cost to serve.

Knowing the consumer and their changing demands is integral to increasing loyalty. In an ever connected world there is an opportunity to harness the power of real time data, intelligent devices, mobility and the internet of things to understand and communicate with

the customer. It is imperative that fuels retailers embrace the opportunities enabled by the digital revolution – not just to entice and retain customers – but to also take advantage of cost reducing opportunities through digital technologies, platform based services and cloud hosting. From a technology perspective, the fundamental strategy today is to

move data, decision logic and back-office operations away from the site. This not only reduces costly maintenance or upgrade costs but also enables operational effectiveness. Fuels retailers should also focus on defining the optimal model for digitising, deploying and supporting the technology to run their business. To give an example, Service based models for Site Systems, allow

Fuels Retailers to outsource delivery, integration, compliance and operations while being able to focus their strengths and capabilities on rapidly bringing new Customer Value Propositions and differentiated offerings to market.