



# WHAT IS DIGITAL? HOW IS IT IMPACTING THE FUELS RETAIL INDUSTRY?

A video blog by Neale Johnson. Transcript

Hello, I'm Neale Johnson. I'm responsible for our Digital Fuels Retail Practice, sitting here in London today. I've been asked to answer some questions which we think are really challenging our Fuels Retail clients.

## **What is digital?**

There are many definitions out there, but I like this one. Digital is the application of information and technology to raise human performance. It highlights that digital is about information, data, and the increased connectedness of our world. The ability to blur lines between work and home, physical experience and online experience, and the ability for brands to reach customers anytime, anywhere.

## **What are the key trends triggered by digital in the convenience and fuels industry?**

We are now talking about hyper convenience rather than convenience. This simply reflects the need to be making our customer experiences more and more streamlined according to their mission. Personalization of content for digital marketing and the rise of the need for supply chain transparency. The rise in electrification; one source estimates that 1 in 3 new car purchases in Europe will be plug in electric by 2025 . We also need to think about the pace and speed in which we can adapt and innovate, investing in platforms that allow us to trial, pilot, fail and scale rapidly and cost effectively.

## **What are the key technologies which will impact fuels retailers?**

There are many technologies which will come to impact and shape fuels retailers over the coming years such as SMART buildings, cloud, artificial intelligence, robotics and prescriptive analytics. However, perhaps the most significant technology which will come to impact fuels retailers is the advent of electric vehicles. Electric vehicles will fundamentally alter the game as consumers will have to spend 30, perhaps even 60 minutes on average charging their vehicles. We are already seeing electric charging stations popping up at super markets or shopping centers. These businesses will effectively become a fuels retailer's competitor.

On a more immediate timescale, digital marketing will have a greater and greater impact for fuels retailers. They will want to share personalized messages using the insight they have gained from their data, but realistically are they set up to generate the content for all of these personalized messages? The opportunities and scope to collect customer data will also widen as the connected home and car will provide customer driving patterns, purchasing patterns and commuting patterns. All of which can be used to create more personalized marketing for the customer.

'Electric and petrol cars to cost same to own next year', 20th May 2017, The Daily Telegraph © 2017. Telegraph Media Group Ltd via Factiva

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