

ACCELERATE THE CUSTOMER JOURNEY

Fuel Retail Digital Survey 2018

ACT NOW.

Digital can build resilience into the business, increase cost-competitiveness, and bring the agility needed to respond to changing customer behaviors, if fuel retailers:



USE DATA TO BETTER UNDERSTAND CUSTOMERS



DEVELOP, CREATE AND LEVERAGE A PARTNER ECOSYSTEM



DRIVE DIGITAL AND INNOVATION HOLISTICALLY ACROSS THE BUSINESS



BUILD OR ACCESS SKILLS AND DEVELOP KEY LEADERSHIP ROLES TO SCALE DIGITAL AND EARN CONSUMER TRUST

5 KEY INSIGHTS

In 2018, Accenture conducted its first global survey of more than 80 fuel retail professionals.* We wanted to understand how fuel retailers are using digital technologies, the benefits and the barriers.

Five trends are influencing decision-making at fuel retail businesses:

- 1 DISRUPTION IS ACCELERATING:** challenges around margins and competition are being complicated by the rise of electric vehicles and changing consumer behaviors
- 2 COMMITMENT TO DIGITAL INVESTMENTS:** investments will increase significantly to better engage with customers and improve services
- 3 ANALYTICS ENHANCES PERFORMANCE:** digital brings advantages—analytics, in particular, drives performance improvements
- 4 DIGITAL MATURITY IS THE GOAL:** investments in skills training, automation and partnerships are essential to realize digital aspirations
- 5 BETTER FOUNDATIONS NEEDED TO REALIZE DIGITAL VALUE:** embracing partner ecosystems will better address gaps in performance and drive business model maturity

DIGITAL DRIVES VALUE FOR TODAY. FREES UP INVESTMENT FOR TOMORROW.

Today, fuel retail companies directly interact with and receive payments from the customer. Tomorrow, these consumers might not be coming to their fuel sites at all.

DIGITAL IS A KEY ENABLER TO NAVIGATE THIS CHANGE THROUGH...

...MORE INVESTMENT

~80%

will invest more in digital technologies in the next 3 to 5 years

...USING ANALYTICS

2 IN 3

say analytics and big data is having the greatest impact

...AND PARTNERSHIPS

~50%

create strategic partnerships to access innovation and new technologies

A DIGITAL DISCONNECT

75%

of fuel retailers surveyed said digital could bring significant advantages to their business...

Yet only...

42%

rated themselves mature or semi mature as a digital business.

FUEL RETAILERS MAY ONLY BE AT THE START OF THEIR JOURNEY— BUT THEY KNOW WHERE THEY ARE HEADED.