

Re-fueling purchasing power

Accenture helped an American convenience store and gas station chain drive increased customer purchases through Adobe-powered personalization



Call for change

A roadmap to personalization

A national convenience store and gas station chain wanted to develop new, data-driven ways of attracting more customers, more often, from the fuel pump and into stores. It reasoned that personalized, relevant customer marketing promotions would increase footfall, purchase sizes and revenue. However, its marketing organization did not have the technology capabilities to deliver on that hypothesis. The company had plenty of customer and in-store data, but it was housed across multiple siloed systems of record and an excessive amount of manual work was required to extract any kind of insights. As a result, all customers were exposed to the same, generic offers via in-store signs that were often provided by manufacturers and based on outdated customer segmentation. The retailer knew that if it could connect all of its data with a leading platform solution, it would be able to harness past customer purchasing behavior to deliver the right communications, offers and experiences to the right customers, at the right time, unlocking huge revenue potential.

The retailer chose to work with Accenture because of our unmatched size and scale in consulting, positioning us as the best partner to drive a sweeping new, digitally powered customer experience strategy. We conducted an assessment to identify the best platform for personalization based on the retailer's needs, and recommended Adobe.

Together, we developed and embarked on an ambitious three-year digital roadmap to build the foundational capabilities required to embed personalization into the business and enable unique, targeted experiences that keep customers coming back.



When tech meets human ingenuity

Connecting customer data

The project's success relied on the company's business and IT departments closely aligning for the first time around a digital strategy. Senior executives from across the business collaborated with Accenture on the initial strategy in innovation centers across the country. Leadership was united by the ambitious aim to increase margins in every store, and their buy-in strengthened the project from the start. As a result of that strong foundation, the project was able to comfortably transition to a fully virtual design and delivery when the pandemic struck. Together, Accenture and the retailer defined customer journeys and assessed how Adobe's technology could better enable those journeys.

We built and deployed Adobe Experience Platform, Adobe Experience Manager and Adobe Analytics solutions in just 11 months, connecting existing data to the platforms and powering the entire infrastructure on the Accenture Insight platform, along with our own offer recommendation engines and three machine learning modules.

Together, the new infrastructure enabled us to deploy, measure and test omni-channel, personalized campaigns based on defined customer journeys.

A valuable difference

Customized campaigns that work

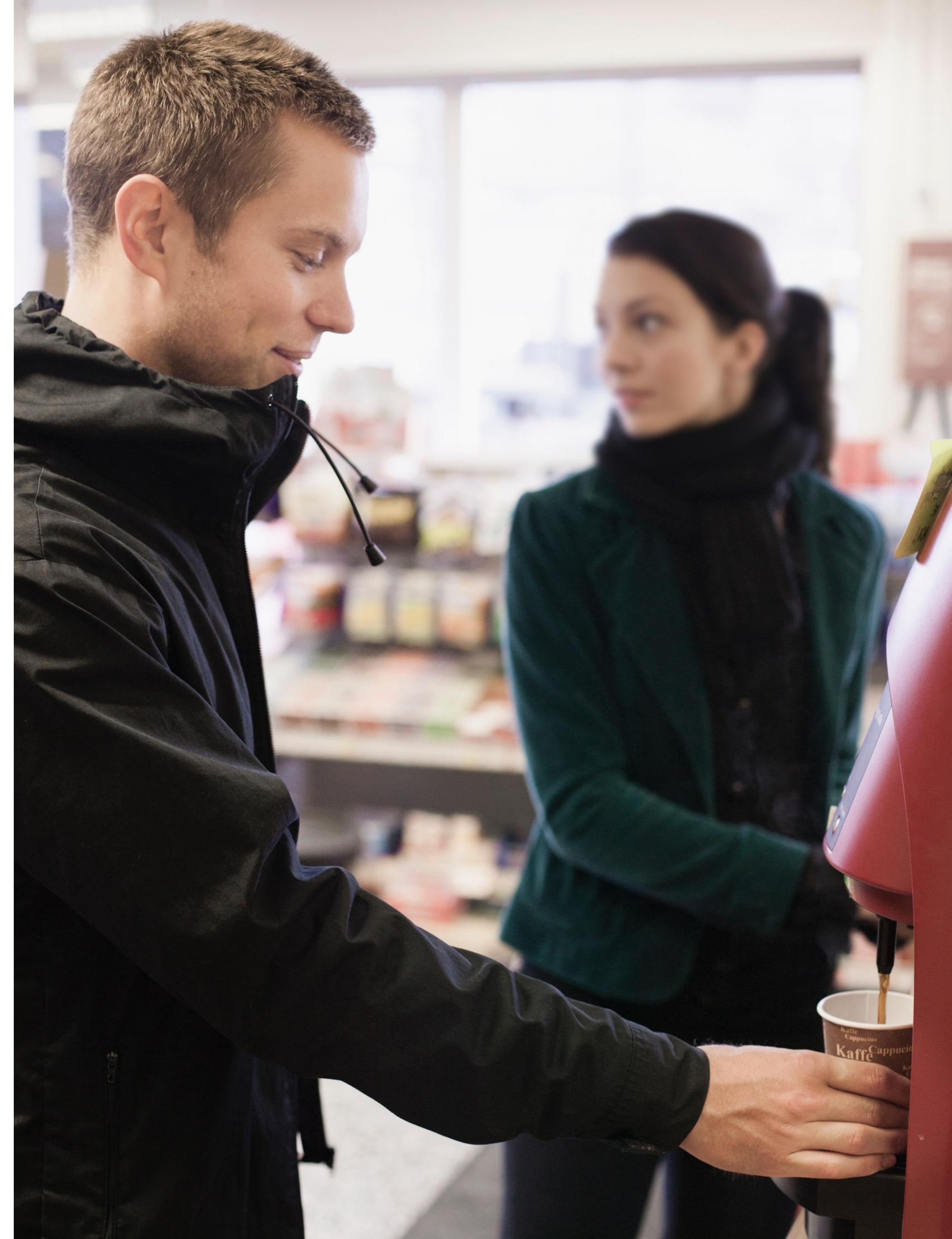
The transformation has brought customer personalization to the company's stores and led to a 4x increase in the click through rate of marketing campaigns within the first month.

The value case for the entire personalization strategy is estimated at more than \$100m in incremental EBITDA uplift.

The 12 marketing campaigns designed, configured and deployed to date have helped refine and test the new approach, which scores customer promotions according to their relevance to a specific customer segment, then displays the highest scoring promotion. Eleven dashboards provide detailed and automated insights from each of those campaigns to inform business decisions.

One successful campaign maximizes the marketing potential of existing assets – the screens located at fuel pumps – by using them to display relevant promotions. Typically, random store offers are displayed to millions of customers on fuel pump screens. Now, those offers can be personalized according to data such as the time of day, the weather, and customer data (if the individual has an account with the retail chain). For example, the screen might display a discount on cold drinks on a hot day, or breakfast sandwiches in the morning.

The retailer's hypothesis that a new digital strategy based on the massive untapped revenue potential of customer engagement is already proving true – and this is just the beginning for its extraordinary ambitions.



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