

# Fuel and Convenience Retail Trends: Evolving Customer Expectations

In the past, 90%<sup>1</sup> of the income of Fuel and Convenience (F&C) retailers was generated by fuel sales. Today fuel only accounts for half of the income, as F&C retailers continue to shift their focus on customer needs and become a destination.

## Changing Customer Attitudes

Consumers now demand better value, more options and on-demand products and services.



of F&C stores plan to put more emphasis on prepared food services, making the store a destination not a necessary stopover.<sup>2</sup>



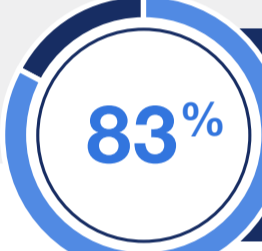
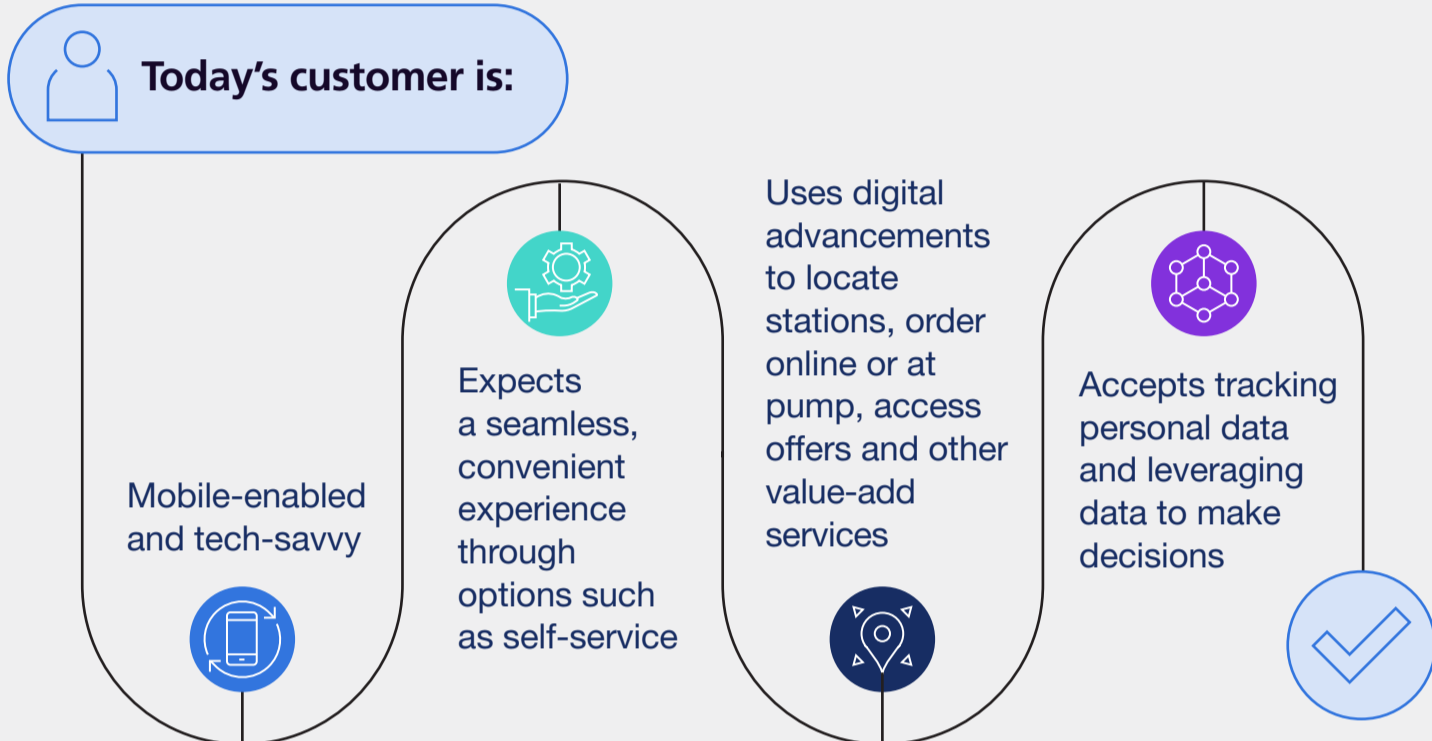
of online customers prefer BOPIS or curbside over delivery.<sup>3</sup>



of consumers will continue to use self-checkout or even increase their usage after COVID-19.<sup>1</sup>

## New Customer Journeys

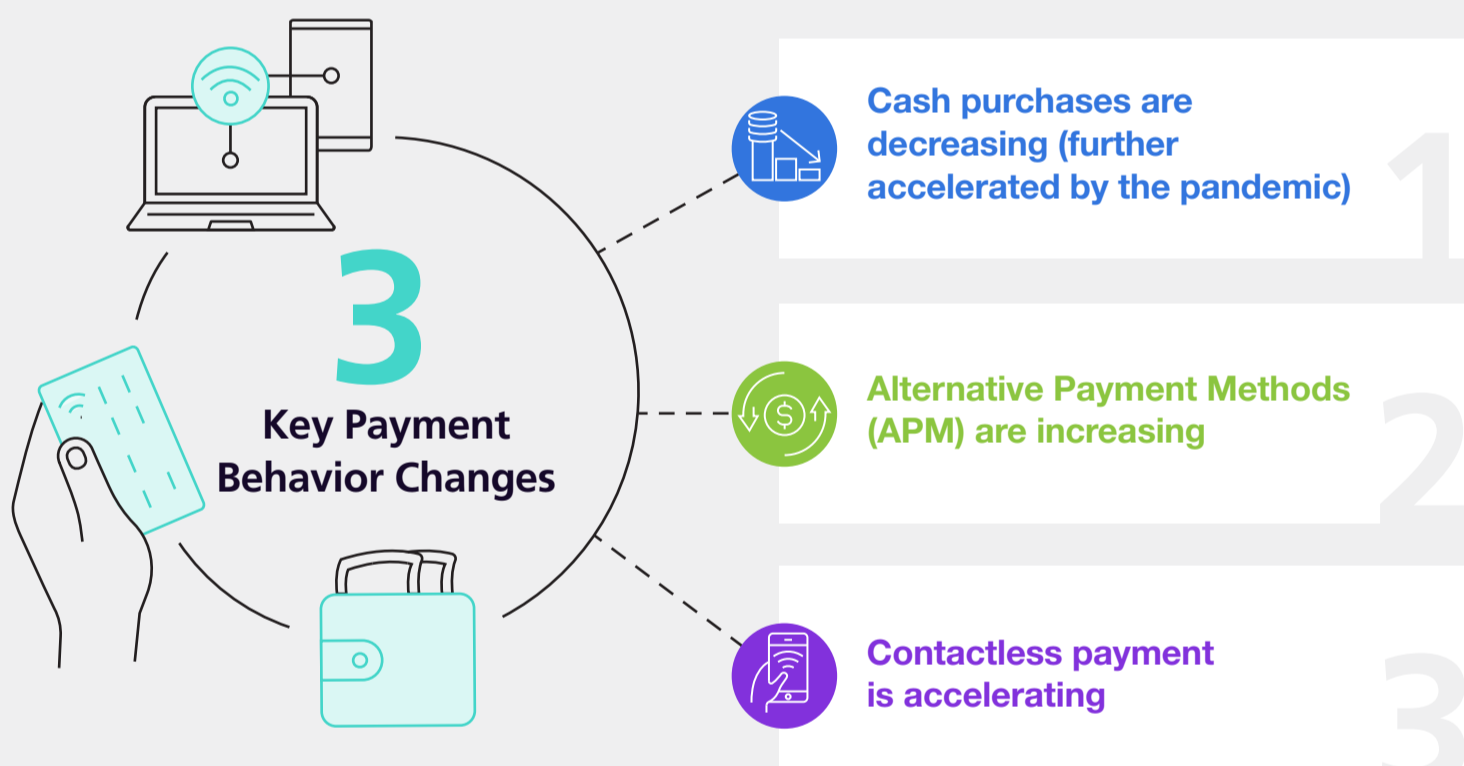
A more personalized experience and new customer access to products and services through mobile ordering, self-service capabilities and loyalty programs are the new norm.



of customers want their shopping experience to be personalized.<sup>4</sup>

## Changing Payment Behavior

Consumers want faster and more varied purchase options to fit their active, mobile-centric lifestyles.



## Becoming the New Mobility Retailer

Fuel and Convenience retailers must continue to transform to meet consumers' demand for more tailored options, instant service, multi-channel and easy delivery of their services. These are the top areas Fuel and Convenience retailers must focus on.



### Transform Forecourts

Introduce more attractive forecourt formats, offering consumers more choice and alternatives, with personalized content at pump.



### Introduce New Adjacencies

Focus on natural and emerging adjacency services across new fuels, food, retail and other services.



### Fulfill Customer Needs

Introduce loyalty, WiFi, personalized experience and digital app. The customer journey starts at home through promotions.



### Manage Site and Operations

Introduce self-service, cashless payments, out-of-hour offerings. Manage back office, headquarter and utility expenses.



### Manage Portfolio of Services

Consider partnerships and joint ventures to optimize the service station network and geographical positions.



### Maintain Compliance and Security Levels

While transforming, remain compliant and stay secure across the service station network and new services offered.



## TNS can help transform your fuel and convenience business by:

- Enabling your customers to choose their preferred way to pay across a multi-channel ecosystem—online, via mobile, at the pump or in-store
- Connecting your devices, sites and applications through a highly reliable, agile, scalable and secure end-to-end managed network
- Moving your transactions in real-time from the point of authorization all the way through clearing and settlement

Find out how we can help your fuel and convenience business.

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