



mobiquity

Time to fast-track to contactless

Gas station pump handles have been known as one of the dirtiest places that consumers regularly touch. Think about how many people pull through a gas station in a day, and all the things they've touched before reaching for the pump. In addition, the World Health Organization says studies show that germs **persist on surfaces up to several days**.

It's time for contactless experiences

With the help of mobile technology, forward thinking companies can protect customers from exposure to germs while reducing stress and becoming a preferred fuel stop.

From the same app, your customers can:

- Pay for their gas and receive a digital receipt
- Activate fueling, which can be contactless with the help of an attendant
- Order ahead for pump-side delivery of goods from your convenience store

Why work with Mobiquity?

It's important to work with a partner who has experience integrating mobile with fuel and retail POS systems. Mobiquity has experience considering all aspects of a retail business and making sure our partners don't miss opportunities to delight their customers and drive business success.

[Reach out to us](#) to learn more about how we can help you deliver contactless transactions for your guests.

Mobiquity's Contactless Kit

Our Contactless Kit is the fast-track to your preparedness to offer this service. Together we roadmap your digital future, and put your business on the right track to unlocking safer experiences for your customers.

The Contactless Kit includes:

- Business analysis - cost benefit review of launching a contactless offering, build versus buy analysis
- Current state analysis - looking at physical experience, analog experience, digital implications, technological underpinnings
- Scenario planning - how will you translate what we've learned into next steps?
- Go forward plan - 30/60/90 day plan of how to rollout and measure
- Risks, dependencies and assumptions

AWS Premier Consulting Partner

We believe in the stability, scalability and security of AWS cloud services and have deep knowledge of how their tools and services. Some of the technologies we may explore when creating your specific solution include Amazon Pinpoint, Amazon Lambda, Amazon Personalize, Amazon Sagemaker, Amazon DynamoDB, Amazon Cognito, and Amazon Direct Connect.

Convenience stores and gas stations that implement this safer and friction-free experience stand to benefit from an uptick in business:

Proof for this lies in some of the recent news about e-commerce and delivery:

- In Italy, one of the first countries to order residents to stay home in a bid to prevent the coronavirus from spreading, e-commerce transactions have soared 81% since the end of February.
- Amazon is looking to hire 100,000 new distribution workers to keep up with the online shopping surge caused by coronavirus.
- In Target's recent investor call, the company discussed how creating convenient ways for people to shop with pick-up, drive-up and same-day delivery has changed the behavior of its shoppers creating higher spending and a more loyal customer.
- Wawa, a regional chain of convenience stores and gas stations, already has an order-ahead feature on its mobile app and is taking extra measures to stop the spread of germs, such as no longer allowing self-serve on drinks such as coffee, fountain drinks, and tea.

Why guests love contactless

Frictionless experience:

Minimizes customer effort

Seamless:

Offers convenience and multi-tasking

Safe and secure:

No pump contact decreases chance of exposure to germs

Connection:

Safe human interaction for an efficient and pleasant experience

How it can benefit your business

Loyalty:

The ease of the contactless experience drives repeat visits

Increase in sales:

The ability to get gas and a snack, or a few necessities in one stop results in higher check averages and/or more visits

Cash flow:

Offering customers a feeling of safety and security helps makes you the easy choice for customers

Competitive edge:

A personalized experience at the pump drives positive brand interactions, making you the preferred stop for gas services