



“The Fujitsu-supported platform gives us knowledge about purchasing habits, which means we can give our customers the best deal. It also helps drive loyalty and incentivize them to seek out an ABC forecourt.”

Antti Erikivi
Development Director
ABC Petrol



ABC Petrol and Fujitsu have created a mobile app that connects with existing Fujitsu retail software to enable customers to pay for fuel using their mobile phone.

At a glance

Country: Finland
Industry: Retail
Founded: 1998
Employees: 1,000+
Website: www.abcasemat.fi

Challenge

ABC Petrol wanted to make the process of refuelling even more convenient for its customers. It needed to create a software platform that would connect its existing retail systems with a new mobile app that would automate payment.

Solution

The company integrated Fujitsu Retail Enterprise software and Fujitsu Forecourt Controller software with a new payment app.

Benefit

- Transactions have increased five-fold in the eight months since initial deployment
- Within the next year, it is expected that at least 10 percent of fuel sales will be generated via the app
- Less reliance on POS systems means better availability and improved customer experience
- Ability to cross-sell via the app to drive business in its grocery and restaurant outlets

Customer

S-Group is a Finnish network of companies operating in the retail and service sectors. It has more than 1,600 outlets in Finland and consists of regional cooperatives. One of these subsidiaries is ABC Petrol, which provides fuel and retail outlets in over 400 locations around Finland. Another is S-Bank, which leads the financial field with a range of innovative solutions.

Products and services

- Fujitsu Retail Enterprise software
- Fujitsu Forecourt Controller software

Challenge

ABC is a relative newcomer to the highly competitive fuel sector, having opened its first petrol station in 1998. As such, the company has always considered itself as a disruptive innovator, introducing new concepts such as neighborhood grocery facilities and restaurants. Its approach is convenience for the customer, therefore ABC is always looking for new ways to make their lives simpler.

"It is in our DNA to challenge convention and bring something new to an old-fashioned market," explains Antti Erikivi, Development Director, ABC Petrol. "More established competitors have always focused on the vehicle but instead we built our services around human needs. Convenience is central to everything we do."

In an effort to simplify the customers' journey, ABC wanted to introduce a new payment platform, using a mobile application to select a pump and automatically transfer funds. Sister company S-Bank already had a robust S-Mobile application; the challenge was to modify this and integrate with the existing Fujitsu POS hardware and retail software.

Solution

This new digital service integrates the ABC mobile application with Fujitsu Retail Enterprise software and Fujitsu Forecourt Controller software. When customers drive up to the station, the app shows the available pumps, customers then select the number they want to use, step out to fuel the vehicle, put the pump back and are free to drive away.

The app can only be used when the vehicle is on the forecourt, in order to discourage using a mobile phone while driving. This requires precise GPS measurements which are incorporated into the software as part of the roll-out.

Fujitsu software provides real-time information of each fuelling session from start to finish. The electronic receipt is sent to the user's mobile application once the transaction is complete and payment automatically charged.

"So far, we have made this service available in over 200 locations and expect to have rolled it out to all 400-plus outlets nationwide in the next three months," continues Erikivi. "The software upgrade can be performed remotely by Fujitsu so it is a seamless process."

Benefit

Over 600,000 customers have downloaded the ABC app and transactions have increased five-fold in the eight months since initial deployment. As always, the convenience for customers is the primary benefit, helping the company win the European Technology Implementation Award at the NACS Convenience Summit.

"Our clientele loves it and the feedback has been fantastic. Within the next year, we anticipate at least 10 percent of fuel sales will be generated via the app," comments Erikivi. "It also helps drive loyalty; usually if people need to refuel, they'll stop at the nearest station but this app incentivizes them to seek out an ABC forecourt."

"With our service, customers no longer need to use traditional card readers and PIN codes at the petrol station. In the Finnish winter, where temperatures can dip below -30 degrees Celsius, traditional pump activation is a hassle. We believe that the app can overcome such inconveniences and ensure a seamless customer experience with automatic payments for the user," concludes Pekka Ylihurula, Managing Director of S-Bank.

With this successful project gaining pace, ABC Petrol is looking to extend its functionality to other areas of the business. For example, connecting it to its extensive restaurant estate so that customers can order food on the road, pay via mobile and then pick it up at the specified time. The company also intends to add a fuel consumption indicator so it will be easy to track usage and cost.

"There are so many ways in which we can extend this app, from monitoring fuel consumption to checking insurance coverage and roadworthy status," remarks Erikivi. "We can also link to our S-Business Card and enable people to track expenses when using their car on business."

One final benefit is the ability to use the data gathered to market more effectively to its customer base. Promotional cross-selling to app users may well encourage them to place a food order or take advantage of special offers in the car wash facility or grocery.

"This innovative Fujitsu supported platform gives us a lot of knowledge about purchasing habits, which means we can give our customers the best deal while encouraging repeat visits," says Erikivi. "It's been a great service from Fujitsu, as it always has been in our long relationship. We look forward to continuing the journey together."

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