INFOVISION

Putting **CONVENIENCE** back into shopping with **Digital Transformation**

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Everybody wants to innovate, but only a few dare to question the status quo. Companies often start their digital transformation initiatives with much fanfare, but just about being knee-deep in digital waters, they decide to settle for cost optimization and standardization. The buzz fizzles out for most of them.

It takes extraordinary vision and an organization-wide resolve to drive change. Next, comes the experience of placing successful bets and realizing the goals. This requires expert knowledge and the courage to experiment to unlock differentiators.

Our client, a leading chain of convenience stores, realized early on that it needs a reliable digital transformation partner, someone who harmonizes experience, experimentation mindset, and the capability to scale the transformation. It preferred InfoVision to transform its customer experience and increase customer wallet share, while significantly enhancing its brand reputation.

InfoVision created a rewards engine that pushes hyper-personalized offers to customers to enhance engagement while helping achieve round-the-clock delivery services and secure mobile transactions.

The result? The client's customer-facing operations got a holistic digital transformation upgrade in 1/3rd the time and at 10% of the costs quoted by competitors.

How did the client go from being a laggard to a **customer favorite?**

InfoVision's years of digital transformation expertise and rapid go-to-market strategies combined with a data-driven approach helped the client respond to change and pivot fast with iterative development. Driving hyper-personalization with AI, we enabled them to deliver the right offer at the right time to customers and delight them.

We plugged these features into a gamified rewards system that uses AR and keeps the customers connected to the client in an entertaining way, even post-purchases, thus improving brand recall.

Key solutions we implemented were:

Mobile **Fuel Payments**

↗ 'Lock-in' the lowest price feature for fuel for up to seven days based on the user's location and near real-time fuel price

↗ Competitive fuel discount offers and a feature to search fuel prices at outlets closest to the user using the device's location

↗ Registration for the brand's digital wallet and voucher selection for the type and volume of fuel

↗ Voucher redemption by scanning a barcode at the chain's store within seven days

↗ Personalized recommendations, rewards, and offers based on the purchase history

↗ Voice search capability to make shopping even more frictionless

Mobile **Checkout**

↗ Mobile checkout by scanning product barcode, making the payment digitally, and scanning a QR code at a confirmation station to complete the purchase

↗ Integration of the standalone mobile checkout app with a reward app, available on Android and iOS

↗ Product review screen before initiating the payment

↗ Integration with payment gateways: Debit or credit card, Apple Pay, and Google Pay

↗ Alerts to redeem reward points based on various engagement offers

↗ Highly intuitive dashboards to engage users and make purchases effortless

Customer Rewards System

↗ Easy point redemption by scanning the barcode at checkout using the app and logging into the brand's online rewards website

↗ Points rewarded as people complete the levels of the mobile game and share face filters with friends on social media

Wallet

↗ Integration with the iOS Passbook feature making it easier for users to participate in the retailer's loyalty program

↗ Facility to add mobile coupons into passbooks on iOS devices to receive in-store promotions and updated discounts when checking out

↗ On-demand ordering of products from local brand stores with Apple Pay as a payment option

↗ Automatic redemption of discount coupons at the point-of-sale with POS systems being integrated with the brand's digital wallet for added security and convenience

↗ Authorization for each transaction with a one-time unique dynamic security code

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Would you like to know more about the value we can bring to your business through similar or other digital solutions?

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Talk to InfoVision SME