

REVIEW / Sunoco

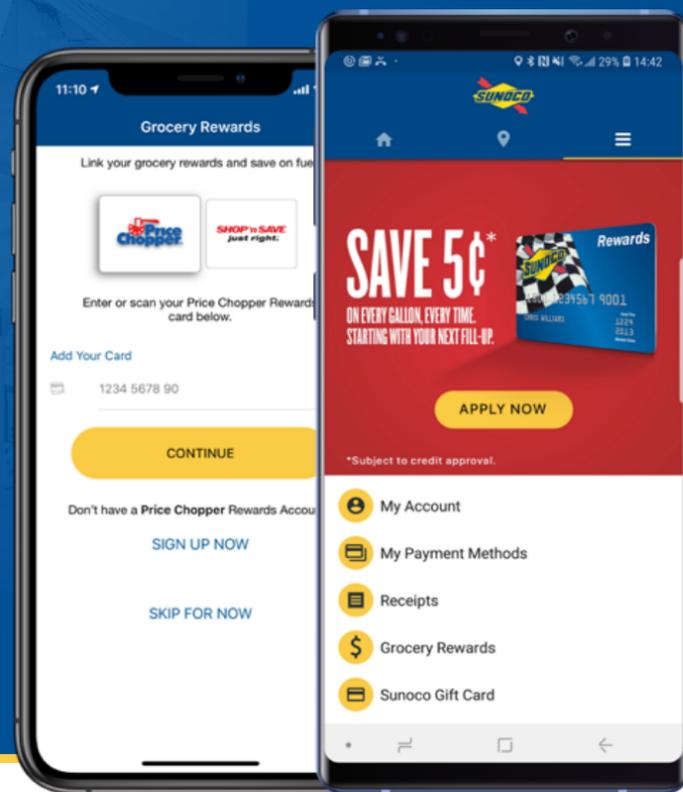
Mobile Payments and Loyalty Program for Fuel Retailer and Convenience Store

Project summary:

Sunoco wanted to develop a loyalty program mobile application that would integrate into its customer loyalty program for its 6,800 retail locations. Stuzo was chosen to develop apps for all four of the customer's retail store brands.

Feedback summary:

The app has received very positive responses and is scheduled for release in conjunction with another business initiative. Stuzo is highly recommended for its detailed project management, communication, and phenomenal work.



Background

Please describe your organization.

We are a fuel and convenience retailer operating more than 5,000 locations.

What is your position?

I am the manager of innovation and partnership marketing, so I have responsibility for digital innovation efforts across our brands. This includes the development of smartphone applications, mobile payments, digital displays, and food kiosks.

★★★★★ Overall rating

★★★★★ Quality

★★★★★ Cost

★★★★★ Schedule

★★★★★ Willing to refer

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Opportunity / Challenge

What business challenge were you trying to address with Stuzo?

We were looking to engage primarily in personalized marketing through the use of a smartphone app. We have had a loyalty program in place since 2010 at our 750 convenience store locations. The loyalty program today is basically anonymous. A customer can come into the store, pick up a plastic card off the counter, use it to earn and subsequently redeem rewards without ever registering the card. There was no method of identifying individual loyalty members, nor any method for us to communicate personalized marketing offers to them. We allowed anonymous usage for a reason because we were the first to market with a c-store [convenience store] loyalty program, and we did not want

registration to cause friction or be a barrier to entry.

Now that the program is mature, we wanted to take it to the next level and establish a more personalized relationship with our members. We wanted to leverage the data we had been collecting through the years, data that we could match to a specific card number, but not to a person's name. The idea was that as we launched our smartphone app, we would be able to associate the card number with the specific customer. As each user loads his or her card number into the app, we can immediately reference their prior purchase history and market to them more intelligently through advanced customer segmentation and offer delivery via the app.

Solution

Please describe the scope of their involvement in detail.

A number of different customer interfaces were needed for the app that would tie into our loyalty program, such as balance inquiry a digital version of the loyalty barcode. On the physical card, there's a printed barcode. We're giving customers the opportunity to import that number into their app and then just present their phone at the point-of-sale instead of scanning a plastic loyalty card. This provides the opportunity for personalized offers, mobile payments through things like Apple Pay or Android Pay, and tie-ins to social media in which the user can post about great experiences that occur at our stores.

not being built right now – is the ability to order prepared food in our stores. We have a number of stores that feature food-ordering kiosks, so a user can create a customized sandwich or salad. We want to replicate that experience within the app, so we're collaborating with our kiosk provider to write an API [application programming interface], a mobile app developer code, so that users on their phones could be ordering their salad or sandwich and pay for it within the app. Customers would then arrive at the store at the time they designated, show the paid marking on the app to the foodservice personnel, and pick up their orders.

Using our loyalty program, customers have the opportunity to buy specially marked convenience store items and then save money on fuel at the pump, so the rewards issued are in the currency of cents per gallon discounts on gas. If a customer were to save \$1.50 per gallon on a gas purchase because he or she is a frequent user of our loyalty program, we might send a notification in the app inviting them to share this experience on social media. We'll create the post on their behalf. All they need to do is link their social media account to the app, click submit, and the post will go out to their friends and followers and, for example, for doing so, we will fund an extra 25 cents per gallon on the user's loyalty account. It's a way to get the most passionate users of our program to be advocates for it, to share that message with their friends and followers as a personal testament. Those who see the post will, hopefully, click on the link that has been shared, learn more about our loyalty program, and download the app themselves.

How did you come to work with Stuzo?

We conducted a detailed request for proposal. We initially had eight respondents bidding on the opportunity. We selected Stuzo because of their prior work and their expertise. We were impressed with the attitude and knowledge base of the Stuzo team.

Could you provide a sense of the size of this initiative in financial terms?

It's a seven-figure project spanning across multiple branded apps. I've mostly been talking up to this point about the convenience loyalty app, because that's the one that's closest to being ready for publication to the App Store. In addition, we will be creating other apps to support our fuel and c-store brands.

What is the status of this engagement?

The status of this relationship is ongoing as we look ahead to developing the additional apps.

Something that we have planned for the second phase of the app – it's

Results & Feedback

Could you share any statistics or metrics from this engagement?

Internally, we've shared some prototype versions of the app and have received extremely positive feedback regarding the app's design, the UI/UX [user interface/user experience], and the overall feature set. We have not released the app to the App Store yet, but we will be doing so in the near future. We are attempting to align a relaunch of our loyalty program with the launch of the supporting application. The development work is complete, and we've done our user acceptance testing. We're delighted with the product that's been produced, and we are now just waiting on another business initiative to be ready to align the release of both.

then developed a rock-solid project plan to execute on that. They have been on time and within budget for the entire time that we've been working with them.

What distinguishes Stuzo from other providers?

I deal with many technology companies in my job, and I don't always have great things to say about them. Some of them underperform or make excuses. Stuzo has been head and shoulders above any technology company that I've dealt with up to this point in my 18-year career in this industry. The people are great to work with. As problems do come up, they work with us to resolve them quickly. The level of detail in the project planning and the user experience expertise that they provide has just been phenomenal.

How did Stuzo perform from a project management standpoint?

Stuzo has delivered incredibly detailed project management and communication. We host weekly meetings here at our office. I'd say that the Stuzo personnel visit our office about 50 percent of the time and call in to the other 50 percent of the meetings. They've done a great job of stakeholder interviews to understand what needed to be done and

Is there anything Stuzo could have improved or done differently?

To be honest, I don't really have any criticism for them. The only thing that I think they could do better is market themselves to more retailers in our space.