

Mobile and Shopper Engagement



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Company Info

First Pinnacle Customer
54+ locations

Pinnacle Products:
Pinnacle Loyalty Select
Palm POS
Affiniti Mobile App
Food Ordering
Affiniti Kitchen



Pinnacle Summit 2019



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How Double Quick discovered they needed a shopper engagement strategy

Mission

- **Centered around giving customers direct value when they need it.**

What Double Quick was experiencing:

- **Despite the effort to consistently grow sales, like most chains, they would inevitably hit slumps. They wanted to define the problem**

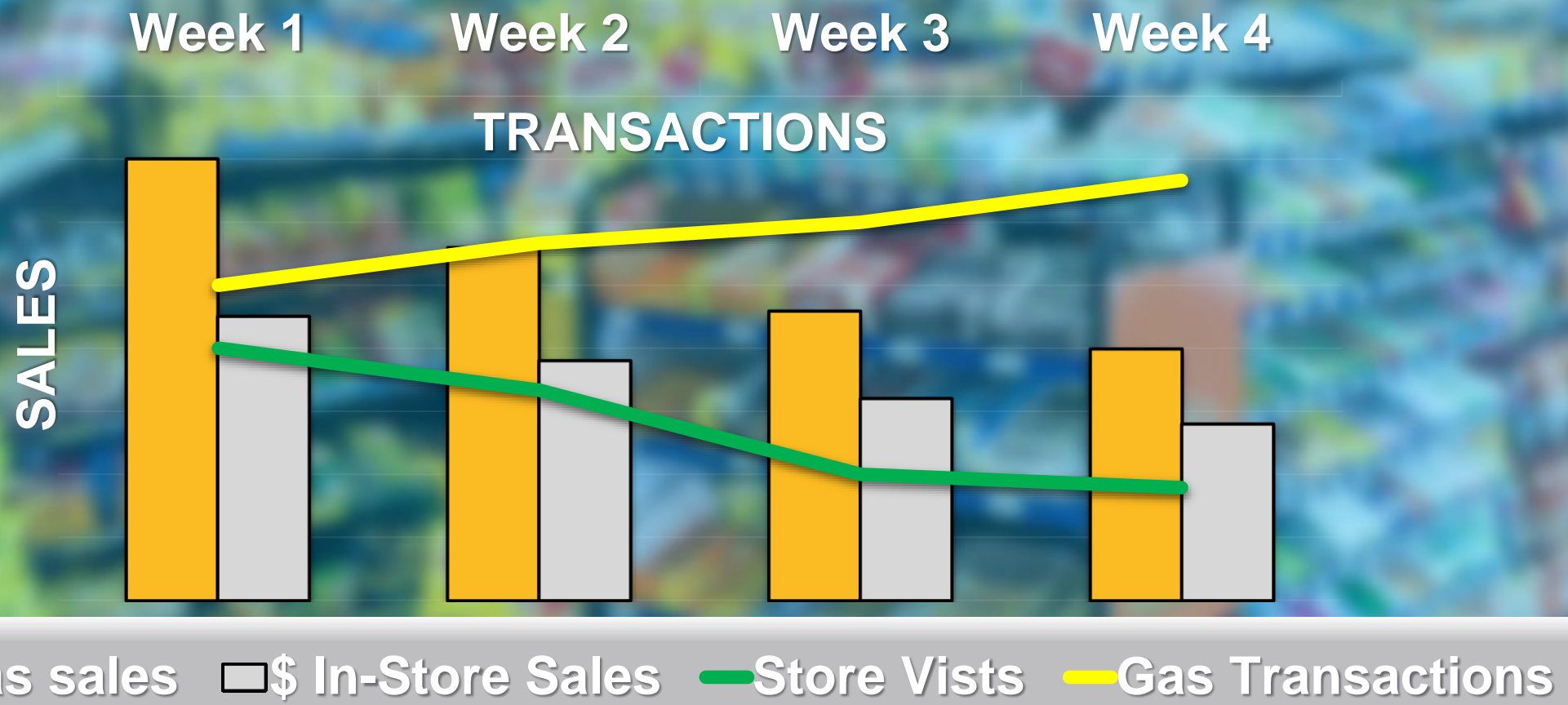
What They did

- **Analyze trends and sales data**
- **Divided data into measurable set**
 - **Measured slump-to-slump periods in quarters**

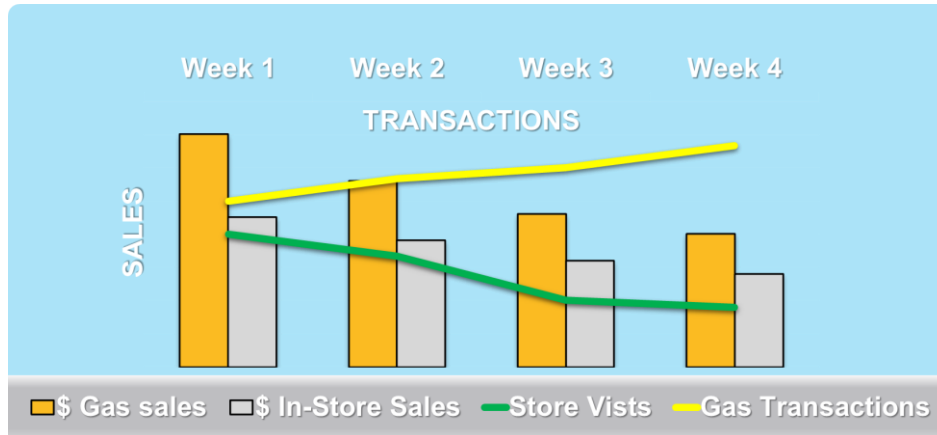


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Pay Period: Gas and Store Sales Vs. Transactions



How Double Quick discovered it needed a customer engagement strategy



Slumps were correlated by pay periods:

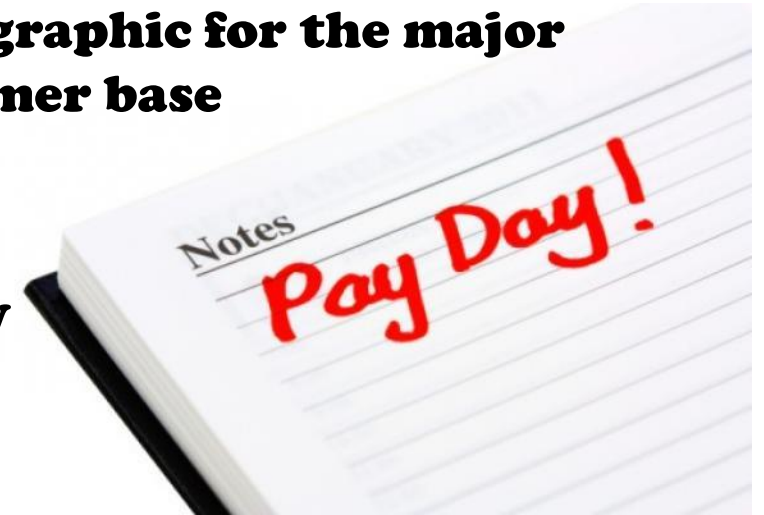
- **The same time of month when gas visits would drop and customer counts would drop, 13 -14%, coincided with payroll for Double Quick employees who also fit the demographic for the major customer base**

Gas Visits

- **Gas visits increased during the 4th period, but the amount being spent on gas would drop.**
- **Customers would make more gas transactions, but they were not filling up their tanks when they did visit**

Store Visits

- **Store visits would decrease from the 1st to 4th periods**
- **Store \$ sales would decrease as store visits decreased**



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Engage with their customers when they needed it most

Plan of engagement:

- **Giving customers direct value when they need it.**
- **Discover trends to predict when customers need what**
- **Double Quick began looking to its supplier to consult ways to tackle the slump periods**

Solution

- **Digital platform with insight based offers**
- **Combined with the data gathering capabilities from Pinnacle, Darius opens up Personalization and insight responses for customer actions**
- **Darius will help link trends to offers and send Automated offerings to customers that qualify for the triggers**
- **A qualifying trigger for the Darius tool could be:**
 - **Based on customer inactivity at the pump or in-store**
 - **Customer purchasing a particular set of items in-store**
 - **Filling up at the pump**
 - **Connectivity to WiFi**
 - **Geo-location**



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Strategy

Continuously giving customers direct value when they need it.

A Continuous shopper engagement rollout based on controlled trends by Double Quick

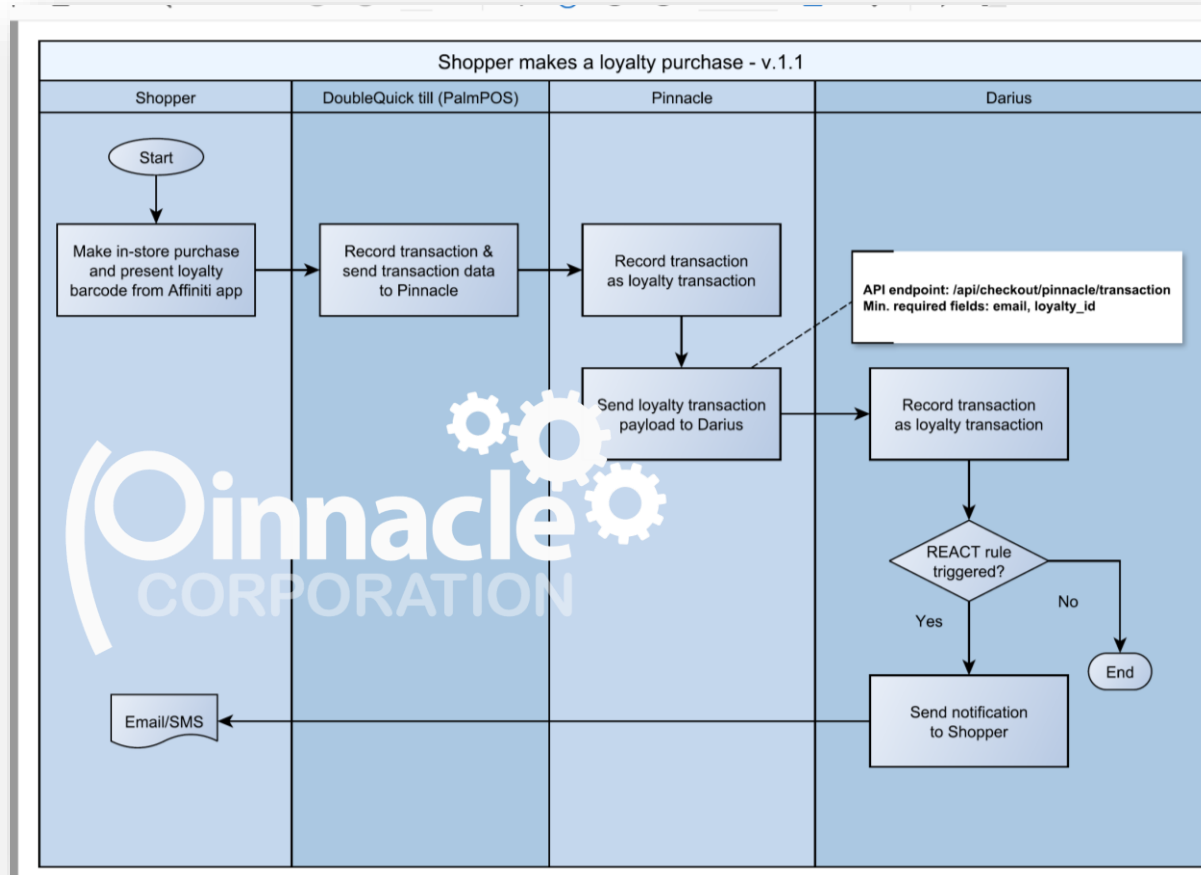


- **When customers arrive at the pump, a coupon for the trend related purchases can be sent**
- **When the customer scans at the checkout, they can be triggered to find out that they qualify for a fuel discount if they have not already bought gas that day**



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How it works



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Implementation

Educate the Double Quick Team on the customer engagement process

- **Every customer is touched**
- **Every checkout is asked for loyalty scan**
- **They trained the team to become experts**
- **the team is the customer too**



Connecting to customers

- **Connecting with text messaging**
- **Digital ads on new store offers**
- **Instore advertising**
- **Social media,**
- **Exclusive mobile offers when downloaded**
 - **This is what gets them in**

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Shopper Engagement Phase II:

Food Service

Utilize the data insight tools and Pinnacles food service to grow the food service engagement to the next level

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Thank You!

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