How to Elevate Your Business Through Digital Transformation

Presenter:
Dean Marier
Customer Solutions Director – CSP
Cybera
Agenda

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This webinar is being recorded and will be made available in approximately 7 days.

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Presenter
Dean Marier
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About Conexxus

• We are an independent, non-profit, member driven technology organization
• We set standards…
  – Data exchange
  – Security
  – Mobile commerce
• We provide vision
  – Identify emerging tech/trends
• We advocate for our industry
  – Technology is policy
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2020 Conexxus Annual Conference

April 26 – April 30, 2020
Loews Ventana Canyon
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How to Elevate Your Business Through Digital Transformation

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What is Digital Transformation

• The act of adopting new technologies that solve key business challenges

• An ongoing evolution of technology, rather than a one-time event that happens overnight

• A necessary modernization that can help you compete with much larger retailers and leapfrog similar-size businesses

• A smart investment in your continued business success
What Are the Key Business Benefits?

Digital transformation can lead to a wide range of business advantages:

• Adapt faster to the latest industry trends
• Attract younger, tech-savvy customers with more buying power
• Deliver a better overall consumer experience
• Develop greater customer loyalty and “stickiness”
• Grow revenue with higher-margin products and services
What factors and trends are driving digital transformation?
New Petrol C-Store Designs Create New Needs

- Moving to open floor plans
- Localizing overall design, products, and services.
- Indoor/outdoor seating
- Create a more engaging customer experience.
- Creating a “pay-and-stay” environment while more efficiently serving “on-the-go” customers
New Food Service Offerings

• Fresh made daily salads and sandwiches
• Made to order foods
• Healthy beverage options (Kombucha and Organic teas) to replace hotdog rollers and nacho stations
High Margin Beverage Stations

- Gourmet coffee
- Craft beers to go as well as wines
- A great way to replace the revenue from falling tobacco and E-cigarette sales
Kiosks are Popping up Everywhere

• Kiosks offering everything from fresh pizza to driver licenses and vehicle tag renewals
• More incentive for consumers to enter your physical store (leading to increased impulse purchases)
• IoT might require additional network bandwidth and/or Wi-Fi connectivity
Rising Consumer Expectations

What’s at stake for your business?

• The need to meet consumer expectations is more critical than ever

• You now compete with every company that raises those expectations (Amazon, Apple, Google, Walmart, etc.)

• Customers want more than just products—they demand both convenience and new services

• As retail spaces become more advanced and creative, you must keep up or risk getting left behind
What Do Consumers Want Most?

• Multiple payment options:
  - 64% of millennials prefer self-service kiosk solutions
  - Self-pay reduces customer wait times by 30%
  - Brands report 30% higher average transactions
  - U.S. POS vendors have already risen to the occasion and are now offering self-checkout
  - Many of the self-checkout offerings are included with outdoor EMV software

• Fresh, healthy food kiosks enhance brand awareness by 48%

• Comfortable seating keeps customers in your store longer

• Free Wi-Fi helps create an omnichannel (online and in-store) experience

• Order and delivery to the pump provides convenience
How can you act on these new trends and opportunities?
Go from C-Store to “Smart-Store”

- Utilize new technologies to meet expanded expectations (and act on opportunities)
- Take advantage of new Wi-Fi capabilities to gain valuable analytics on your customers and foot traffic
- Leverage digital signage for more effective, dynamic advertising
Technical Needs

- Increased network bandwidth is a must
- IoT proliferation will continue to increase bandwidth consumption
- Your network solution must be reliable and secure
- Uptime is critical, so wireless backup or secondary connectivity is required

Conexxus: How to Elevate Your Business Through Digital Transformation
Next Steps to Digital Transformation

• Redefine convenience
• Deliver a seamless omnichannel experience
• Go beyond groceries to boost profits
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