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Technology Blueprint for Success

# Work Smarter, Engage Faster

# Today's presenters

**David Anderson**

Vice President
Commercial Operations
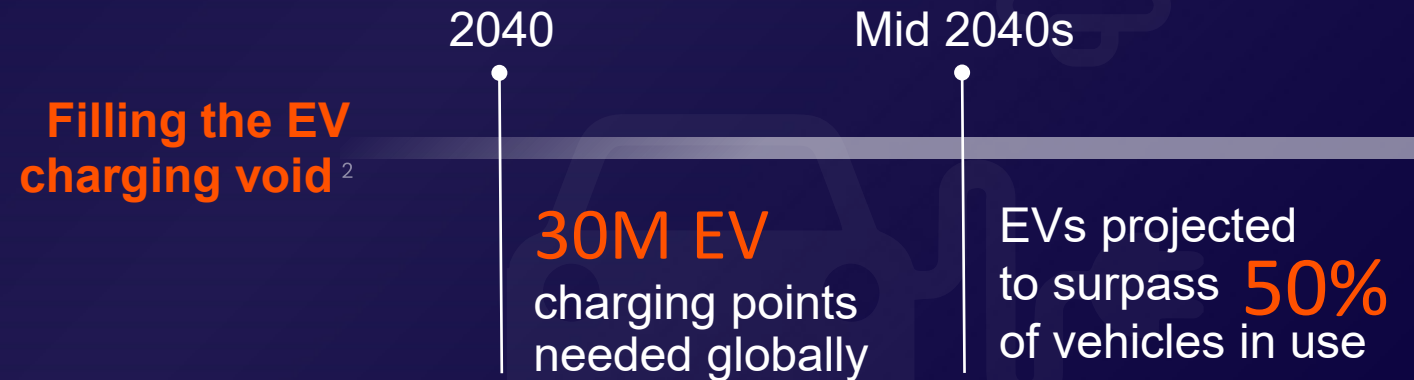
**Joshua Lord**

Director
Sustainability Operations

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# Energy transition

Examining EV infrastructure and adoption realities to capture emerging demand

- Understanding the shift
- Consistent brand values
- Engagement strategies

**More than**
**18%**
of cars sold globally
were electric in 2023 [1]

**Filling the EV charging void** [2]

2040

**30M EV**
charging points
needed globally

Mid 2040s

EVs projected
to surpass **50%**
of vehicles in use

More info at pditechnologies.com/EV

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Source:
[1] International Energy Agency, Global EV Outlook 2023
[2] Cox Automotive, projections based on PDI estimates
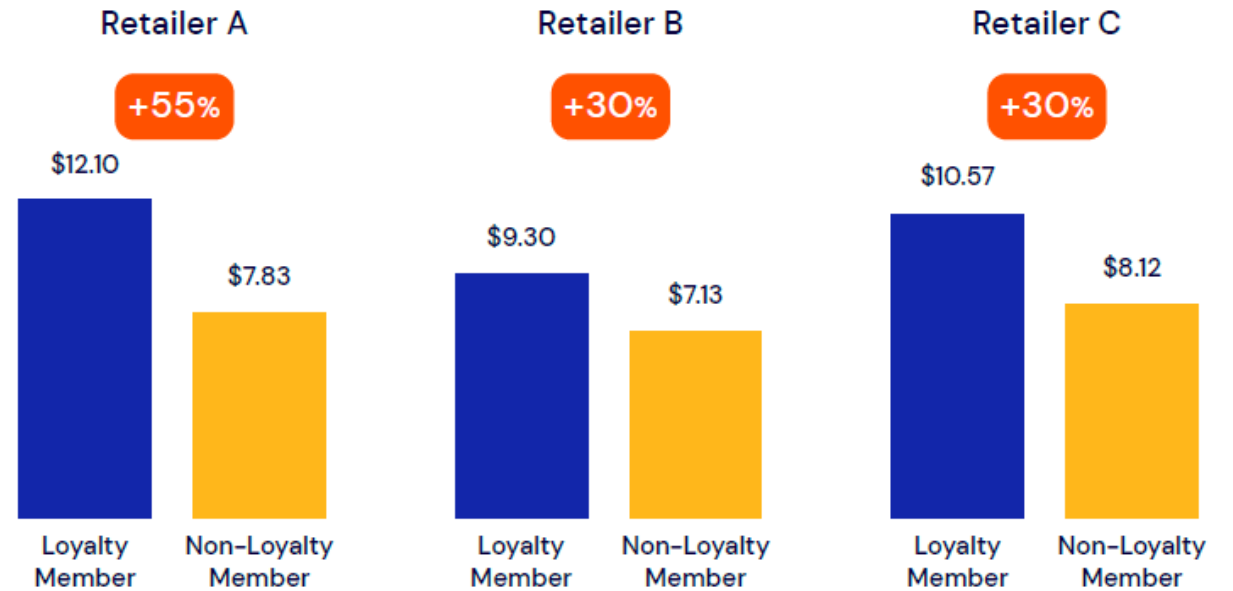and IEA's Announced Pledges Scenario (APS)

# LOYALTY DRIVES HIGHER-MARGIN PURCHASING BEHAVIOR

## Loyalty Members VS Non-loyalty members

### Behavior when refueling

Loyalty Member

Non-Loyalty Member

**57%** I purchase gas and visit the store **33%**

**38%** I purchase gas and leave **56%**

### Loyalty vs Non-Loyalty Spend per Inside Trip

**Retailer A** — +55%
- $12.10 — Loyalty Member
- $7.83 — Non-Loyalty Member

**Retailer B** — +30%
- $9.30 — Loyalty Member
- $7.13 — Non-Loyalty Member

**Retailer C** — +30%
- $10.57 — Loyalty Member
- $8.12 — Non-Loyalty Member

Top loyalty operators' data consistently shows a strong value gap between members and non-members

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# LOYALTY IS NOT A PROGRAMME, IT'S AN OUTCOME.

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# LOYALTY IS NOT A PROGRAMME, IT'S AN OUTCOME.

**Focusing on customer experience is critical in today's crowded loyalty space**

› Internal alignment

› Training and incentives

› Store execution

› Systems integration

**HOW?**

›› **Increase enterprise productivity**

# Fuel Pricing: From manual process to AI automation

## Crawl

› Centralized, human-knowledge pricing

  o Technology
  - Phone
  - Fax
  - Spreadsheets

## Walk

› Decisions based on simple business rules

  o Technology
  - Web UI
  - Business rules
  - Simple algorithms

## Run

› Optimized pricing based on **AI/ML** and **advanced data science**

  o Technology
  - Big data cloud
  - Third-party data inputs
  - ML models
  - Human overrides

# Work smarter, engage faster

## POS & Back Office

› For convenience, foodservice, fuel

› Hardware-agnostic, cloud-centric approach

## Loyalty

› All-in-one platform for consumer engagement

› Zero- and first-party data in real time

## Logistics

› Dynamic planning and paperless execution

› Multiple layers of optimization

## Fuel Pricing

› AI/ML augments human intelligence

› Data science-driven results for retail and B2B

## Sustainability

› Driving loyalty among eco-conscious consumers

› Custom recommendations and turnkey services

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# Sustainability made convenient

## Crawl

› Small actions but not measured or tied to a reduction goal
  – Recycling
  – "Do not print this email"
  – Store retrofits (LED lighting)

## Walk

› Understanding footprint, regulations, and impact
  – Emissions reporting
  – Third-party audits
  – Sustainability prioritization

## Run

› Establish goals and implement measures to reduce impact
  – Reduce, avoid, and offset strategies
  – Turnkey programmes
  – Consulting and comms
  – Pairing with loyalty

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