INCREASING C-STORE PROFITS WITH LOYALTY OPTIMIZATION

Loyalty and rewards programs are a quick and proven way to provide incentives to repeat customers to increase retention, brand loyalty, and frequent purchases. Rewards programs come in a variety of shapes and sizes but they all give customers exclusive discounts or perks in exchange for their loyalty.

Challenges

One of Agilence's C-Store customers offers consumers a branded savings card that automatically takes $0.10 off of every gallon of gasoline purchased from their locations to encourage loyalty and to expand the card members shopping habits beyond fuel. However, without proper reporting capabilities, they had no way of knowing the effect this offering was having on their profits.

Solution

Users turned to Agilence to easily query their transactional data and analyze the results of the program. Their goal was to compare transaction sizes with and without the card savings to determine whether they were greater or smaller with the savings applied. They also wanted to measure the utilization rate for each store to determine where employee training or promotional spend could increase adoption rates and boost profits.

Benefits By the Numbers

- Users found that the average transaction size for sales including the card were approximately $7 larger than those without.
- They also found that 8.6% of all transactions were made with the loyalty card, with some locations reporting as high as 19% of transactions were made with the card.
- With this information, leaders set the realistic enterprise-wide goal of achieving 10% utilization rate, which would increase sales by approximately $750,000 per year.

Convenience retail brands have unique needs, but the right data tools can help them uncover operational inefficiencies and boost profits. One of Agilence's customers operating 25 regional locations required greater insight into how their customer rewards program impacted profits. They turned to Agilence for answers.

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