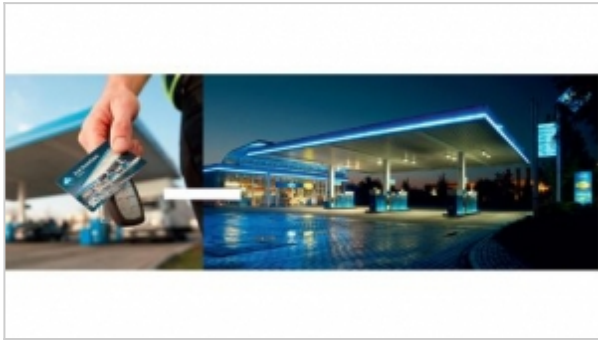


# Petrol PLAZA

## Gift cards made easier for Germany's most trusted fuel brand



### Aral | Germany

For the top gift card retailer in Germany, Ingenico Group designed a payment and fulfilment solution allowing major companies and customers to purchase and customize their own Aral gift cards. The solution was both unified and futureproof – while processing transactions faster than ever.

### Challenges

#### Seeking a single unified platform

Aral's previous gift card management system was divided between several technical platforms. Its requirements for reporting and management efficiency had increased as the business grew, and the old solution had become too complex and cumbersome. Aral wanted a new, streamlined solution that could process all product variations and features on one platform and was well connected to their infrastructure.

#### A solid foundation combined with attractive extras

The main priority was high performance and reliability during peak times. The back end system needed to correctly update the amount on the gift card at each use as well as update Aral's reporting system, with zero downtime or delays. Aral was keen to combine this sales tool with a fun new marketing strategy: the ability to customize the gift card, so customers can add their own image on the front of the card.

*With a high amount of gift cards sold each year, it was paramount for Aral to secure a reliable solution that could support high traffic at busy periods.*

### Solution

The solution consists of:

- Ingenico gift cards management solution, based on:

- Web-based self-service platform

- Interfaces to Aral's SAP
  - Data warehouse & reporting tool (via Oracle BI)
- A Customer Service Center provided by Ingenico
  - Gift cards available in Aral branches and online
  - B2B and B2C offers

### **A range of gift cards for different needs**

Customers can now choose from a selection of gift cards at any Aral petrol station, which can be redeemed in one of four different categories: petrol, car washing, goods or open – where the recipient can choose from any product category. Gift cards are also sold online.

### **Exclusive B2B cards for corporate customers**

B2B customers can purchase high volumes of cards in bulk, for example, an insurance company purchase a bigger package of cards to use as incentives for customers, or bonuses for employees. They can be customized for company co-branding: an exclusive service for B2B customers, who can order cards online or with the call center.

### **A dedicated full service team**

The Customer Service Center based in Hamburg mostly looks after the B2B business: taking calls, managing orders, SAP-communication, logistics and activating cards. Ingenico developed and implemented the solution (both B2B and B2C elements), owns the processing and handles this CS Center for Aral.

### **Benefits**

#### **Robust, responsive and reliable**

Thanks to Ingenico's softwares and systems, this robust solution offers excellent performance and reliability. There is no impact on speed or data handling even when the cards are used by hundreds of thousands of people at once. In fact, a huge number of cards or accounts have been created on Aral's platform, with several million transactions processed per year. This reliability is good news for the busy days before and after Christmas, when the gift card is a popular choice among gift-givers: it is easy to redeem, there are many Aral branches nationwide, and it is now possible to customize one's card with a picture from the online-shop-gallery.

#### **Unified and completely integrated**

The solution integrates seamlessly with Aral's SAP system, making reporting and invoicing simple. The system also makes suppliers' jobs easier, for example plastic card providers, as they have access to the data they need instantly, streamlining the production and delivery process.

#### **A proactive approach to the future**

Aral markets its gift cards actively to keep its position as top gift card retailer. Ingenico's flexible platform supports this approach, being able to handle adventurous concepts for new card designs, personalized and generic accounts, and much more. Aral and Ingenico Group are working hand in


hand on new ways to increase Aral's sales. The migration was successful in 2,500 petrol stations, and based on this, further products can be added to the system with confidence. The Ingenico platform can be rolled out worldwide.

## Contact information

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