Pinnacle's newest mobile app seeks to drive c-store traffic

Technology automation solutions supplier Pinnacle Corporation has launched its new consumer facing mobile application for convenience stores in the United States.

Pinnacle's mobile app aims to influence buying habits and increase consumer loyalty. It addresses important factors, according to a company release, that determine consumers' decision to visit a c-store such as:

- Location – easily identify where your stores are located
- Amenities – determine exactly what services each location provides
- Gas Prices – unique store pricing
- Promotions – digital offers to lure buyers into your stores

It was built on the same Pinnacle Mobile Platform as SkimDefend, Pinnacle's anti-skimming application, and developed to design and deploy a branded/customized app for a c-store retailer quickly and at minimal cost.

"The app is built in a way that enables us to continually expand the feature set and add incremental value for all clients- without having to retrofit each individual client's app- so they can start taking advantage of new features immediately," said Melissa Fox Hadley, Director of Product Management at Pinnacle.

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