

Petrol PLAZA

Romania: Rompetrol launches cashback service at its retail network

The company expands the service in its gas stations following a positive outcome in number of transactions and feedback from customers in a pilot project.



Romp petrol Downstream, the retail division of the KMG International Group in Romania, launches a new service through which customers will have the possibility to withdraw cash with 0% commission from any Rompetrol own station.

The service allows withdrawal of cash from the personal debit or credit bank card in an amount of up to 200 RON (46\$) / transaction together with a POS payment operation at the gas station.

"We are constantly looking to develop and implement innovative solutions to offer customers an immediate benefit and contribute to improving their experience in our stations. The new service allows customers to use the payment terminals at the stations and withdraw cash from bank cards, along with the purchase of goods and / or services from the station." says Sergei Sevcenco, Rompetrol Downstream General Director.

The only condition for using this service in Rompetrol stations is the purchase of fuel or any goods or services from the store and Hei restaurant portfolio.

Customers can currently use this service in all 156 Rompetrol own gas stations in Romania, the company being the first player in the oil & gas field and one of the first non-banking companies in Romania to launch the cash withdrawal service nationwide. The service is not available at Rompetrol Partner or Rompetrol Express stations.

In March, the company initiated a pilot project in its own stations in Bucharest, Ilfov and Giurgiu. Based on the number of transactions and the feedback received from customers, it decided to rapidly expand the service to its entire network of gas stations.

Rompetrol Downstream operates locally a fuel distribution network consisting of 988 sale points, 6 depots, 200 auto LPG stations and over 7,000 cylinder distribution points. The fuels sold are produced at the Petromidia Navodari refinery - the largest profile production unit in Romania and one of the most modern and complex in the Black Sea region.