

USA: 7-Eleven launches voice command payment at the pump

7-Eleven is the first c-store retailer to use Siri shortcuts, which enables customers to use voice commands to pay for gas.



7-Eleven announced the launch of its fuel loyalty program providing new contactless payment options to reduce touch at the pump. The new solution enables customers to use voice commands to pay for gas.

The voice command feature is available through Siri shortcuts on iPhone or the 7Rewards app, and addresses health and safety concerns caused by the COVID-19 pandemic by making it a more seamless user experience.

"Fuel loyalty offers value with an elevated experience that allows customers to pump, pay and be on their way all without taking out their wallet!," said 7-Eleven Chief Digital Officer Tarang Sethia.

7-Eleven, Inc. is now piloting Fuel Loyalty in participating 7-Eleven stores in North and South Orlando Florida, North Texas and Woodbridge, Virginia.