

New Zealand: Z Energy to no longer offer forecourt concierge service

Kiwi fuel retailer will no longer promote the national forecourt concierge offer from 1 October 2020, while retaining in-store attendants.

Z Energy is looking to make changes to the national forecourt concierge service in New Zealand. From 1 October 2020, the Kiwi fuel retailer will no longer look at promoting the national forecourt concierge offer, while retaining in-store attendants.

"A friendly face on the forecourt was a key point of difference when Z introduced the national concierge offer to the New Zealand market eight years ago. However, it is clear times have changed and that most Kiwis prioritise different things when it comes to their fuel retailer," says Z's General Manager of Retail, Andy Baird.

According to Z Energy's press release, research undertaken at the end of 2019 showed most motorists now prioritise other elements of their experience when choosing a fuel retailer, with a focus on price and speed. This has led the company to prioritise different things on the broader customer experience offer at its retail sites.

Z is working with its retailers on what this change in approach looks like. Retailers are currently in discussions with their staff around proposed changes at a site by site level.