



PetrolPlaza Talks #6: Smart Forecourts & C-Stores

Watch now episode six of PetrolPlaza Talks that got together Swiss retailer migrolino AG, British service provider TLM Technologies and Professor Sabine Benoit to discuss the latest technological innovations at petrol stations and convenience stores

The latest episode of PetrolPlaza Talks explored how retailers and suppliers are making petrol stations and convenience stores smarter, increasing efficiency and improving customer experience. We discussed the impact of technologies such as AI, facial recognition and IoT on the retail space.

Sebastian Becker gave us an insight into some of migrolino's most innovative concepts and services, including their new 'pick-me 24/7' fully automated station. The *pick-me* store is located at a Tesla supercharger station in Switzerland.

The panel looked at some examples of innovative forecourts and c-stores from around the world including Loop's autonomous store in California and Neste's site with a robotic fuelling arm.

We also discussed privacy, the new role of the consumer and the future of service stations.

The panel:

Sabine Benoit - Professor, University of Surrey & C-Store Expert

Sabine Benoit is a member of the Department of Marketing and Retail Management at Surrey Business School. She is also the Director of the Competence Center for on-the-go consumption funded by Lekkerland GmbH & Co.KG, a leading wholesale company in Europe. She has taught and teaches courses in Marketing, Services & Retail Marketing and Research Methods on Bachelor, Master, MBA and Ph.D. Level.

Sebastian Becker - Division Manager Wholesale & Logistics, migrolino AG

After earning his BA in Business Management at Regent's University London, Sebastian worked at Metro Cash & Carry Deutschland, Saviva AG and migrolino AG, which he joined in 2014. For the last four years he's led the Wholesale & Logistics division. migrolino AG is a leading retailer in the Swiss convenience market with over 320 shops at railway stations, petrol stations and other well-frequented locations. It is a wholly-owned subsidiary of the Federation of Migros Cooperatives.

Adrian Felton - Chief Technology Officer, TLM Technologies

Adrian has been the Chief Technology Officer of TLM Technologies since 2017. He had previously held management positions at Oracle and MICROS Systems Inc, analysing the fuel and convenience markets. TLM Technology offers end-to-end suite of products to optimise the operation of both c-store and forecourt through the supply, installation, support and service of software and hardware solutions.