

Mobility Plaza®

Delek US adopts new technologies to improve customer experience in stores

The retailer has launched a new loyalty program and implemented touch-less checkout to offer new and improved services to customers.



Delek Convenience Stores has implemented new technologies to upgrade its retail services. Throughout 2021 the company rolled out its Touch-Less checkout system into 25% of its stores. In addition, recently it has unveiled its new High Octane Rewards customer loyalty program across its entire chain.

“The company’s focus has been on growth and innovation, but the key to harnessing this vision is to provide our customers with personalized, fast and convenient digital experiences. Basically, we want to provide more of what our customers want, and less of what they don’t,” said Darshan Gad, Senior Vice President of retail sales, marketing & innovation of Delek US.

The newly adopted touch-less technology allows DK stores’ customers to avoid scanning barcodes. The system uses computer vision to identify items presented and instantly ring them up in a single

transaction. This breakthrough has reduced checkout times by 67% and achieved a good response by clients adopting it according to the firm.

Regarding the High Octane Rewards Program, it has been revamped into an entirely mobile experience. The platform provides users amplified benefits powered by customer insights and preferences. It includes everyday 3¢/gallon fuel discounts, bonus fuel discounts, in-store offers and more.