

Mobility Plaza®

Scheidt & Bachmann Fuel Retail Solutions presents SIQMA solutions for the new customer experience at fuel retail sites

Current topics such as "Multi Energy" and "Multi Services" are contributing to a significant change in the customer journey at fuel retail sites. In addition, the industry has begun to face the challenges posed by new mobility concepts on the way to becoming a mobility hub. Scheidt & Bachmann Fuel Retail Solutions supports the industry on this path and presents its SIQMA solutions for the new customer experience at the stations. The focus is on solutions that support the site operator in improving the individual touchpoints along the customer journey.



Of particular interest, are various tools for the management and delivery of intelligent advertising measures. These are planned in the SIQMA HOS head office system. Here, operators can specify

exactly which advertising should run at which stations and on which displays at what time. Videos can be displayed here as well as static images, including station-specific price information. In this way, advertising measures can be planned and communicated right to the point. Via the practical content pool function, content is distributed from the head office to the single site, where it is individually assembled into a playlist. To ensure that the respective advertising appears on the right display, the software offers the possibility to create and clearly label the station-specific displays. The systems at the station distribute all content locally to the corresponding displays in the shop or outside in the forecourt. A special highlight: no new displays have to be purchased. With the intelligent SIQMA Indico player, this even applies to old displays that may no longer be controllable in the foreseeable future and whose useful life can be extended. In this way, even existing advertising screens become intelligent means of communication.

A new means of customer loyalty is the versatile couponing solution from the SIQMA Connect family. With SIQMA Couponing.Connect, advertising coupons can now be issued as part of a planned promotional campaign. The use of these coupons is not limited to the station network, but can also include any advertising partners from local trade or online providers. These advertising partners cannot only validate the coupons via a connection to SIQMA Couponing.Connect, but also issue coupons themselves, which in turn can be redeemed at the fuel station. This opens up a completely new network of partnerships and means that the customer journey can be extended beyond the station. There are also no longer any limits to creativity in promotion management per se. Various conditions such as single-item or item-group related promotions, restrictions on quantities, minimum sums in different currencies, linking to total sales, etc. are now possible. Of course, coupons are cancelled when redeemed in the system and can therefore only be used once. Fuel retailers who want to reach their customers digitally can also integrate the couponing function into their customer app via our SIQMA Connect interface and use it there as a modern loyalty solution.


In addition to many other innovations, Scheidt & Bachmann will also show the efficient and fast processing and integration of various fuel and non-fuel offers at the POS and, of course, the trend topic of EV charging will also be given intensive attention.


>> Meet Scheidt & Bachmann Fuel Retail Solutions at UNITI expo 2022, hall 5, booth 5B20.

Contact information



Scheidt & Bachmann Fuel Retail Solutions GmbH
Breite Str. 132
41238 Mönchengladbach
Germany

 +49 2166 266321

 +49 2166 266341

 www.scheidt-bachmann.de