



Digitization Report: Customer Journey & New Mobility

This video report from UNITI expo 2022 focuses on how digital tools are transforming the customer journey and introducing new mobility services at gas stations and convenience stores.

After a four-year wait, UNITI expo finally came back to Stuttgart, Germany gathering 16,000 attendees from all over the world. The leading European trade fair for the service station and carwash industries was branded a success by organisers and participants. The most innovative products and concepts were on display by the hands of 431 exhibitors from 37 countries.

This report looks at how digital solutions are transforming the customer journey at petrol stations and convenience stores. The number of touch points has increased and diversified exponentially. Through digital tools, suppliers and retailers are changing stations into complete mobility and service hubs. These complex hubs require a sophisticated infrastructure. What is the role of AI in managing data? What experience are customers looking for in tomorrow's stores?

In this report sponsored by BiCA we talk to BiCA, Scheidt & Bachmann, ICASA Group, A2i Systems, PDI Software and Diebold Nixdorf.