

Petrol PLAZA

USA: Kum & Go to transform its mobile commerce experience

The retailer will upgrade the look and feel of the platform, enhance its loyalty program and support new ways of payment to modernise the customer experience.



Kum & Go will upgrade its digital architecture and enhance the customer experience of its mobile platform through a new partnership. The retailer has selected Myplanet for a multi-year agreement to transform the digital experience as part of the foundation of Kum & Go's one-stop-shop for touchless fueling, fresh food, rewards, and exclusive offers.

"At Kum & Go, we're rethinking the whole convenience experience, which includes creating more convenient ways for our customers to connect and engage with the brand. Kum & Go is future-proofing our digital platform through composing best-in-class technologies with the support of Myplanet, a leading digital transformation partner," said Levon Hooks, Chief Information Officer at Kum & Go.

Through this new partnership, Kum & Go plans to reimagine the mobile service with the following

upgrades: An easier to use customer experience with a refreshed look and feel, aligned to the Kum & Go brand; enhanced loyalty program, with more engaging ways for customers to earn and redeem rewards; more ways to pay, with support for a variety of payment methods and digital wallets; and greater flexibility and control over the mobile experience and digital platform, making it easier to deliver engaging customer experiences.

The new service is expected to launch later this year to ensure the speed and flexibility to adapt to the ever-evolving needs of their customers.