

Crack the Code: How to Make Your C-Store More Convenient Than Ever Before

Convenience Stores are Growing FAST

Macro-trends are contributing to this shift:

- Urbanization
- Declining household sizes
- Smaller, more frequent shopping trips

Customer experience is key to make sure your c-store rises above the rest. Give customers what they want, and reduce friction at every touchpoint.



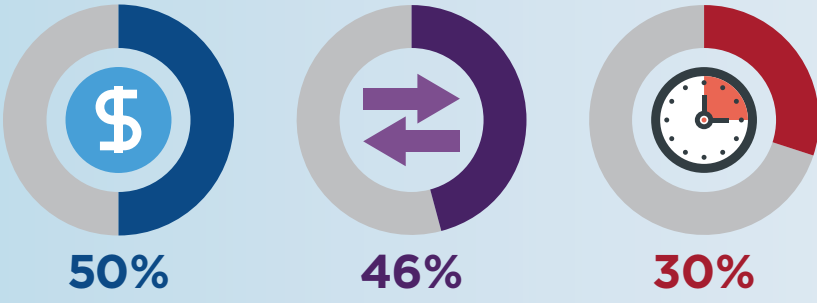
Entice Them In-Store

It's critical that retailers move from a "fuel-plus" to a "plus-fuel" mindset.

Non-fuel purchases account for the majority of c-store profits. Ensuring a delightful in-store experience that caters to their needs can help drive more customers to your c-store.



What's Driving Customers into the Store?



50% say the type of payment options available is critical.

46% say that how easy it is to get in and out of your store determines where they fuel and shop.

30% appreciate the faster service they get compared to a traditional grocery store.

Once shoppers are inside your c-store, it's important to keep them coming back: **25% of returning customers** make up **70% of the revenue** in a typical c-store!

Deliver Speed & Convenience

No matter how many exciting new products or services your c-store offers, convenience should always remain king. With "convenience" as your north star, self-service solutions offer an unmatched ROI. Self-checkout enables your customers to come and go as they please, faster, more easily and more conveniently than ever before.

Did you know nearly $\frac{1}{3}$ of the typical c-store experience is spent waiting in line to pay?



71 Seconds:
select item(s)



42 Seconds:
wait in line to pay



21 Seconds:
pay for items

Your Customers are Ready for Self-Checkout:



65%
of frequent c-store shoppers are interested in self-service ordering and checkout tech



75%
of people who use self-checkout appreciated the time it saves them

But are Your Stores Ready?

Hiring staff is the biggest operational challenge c-stores face; **operational issues can lead to a 3% loss in total sales.**



53%
of c-store owners say automation could improve their business performance



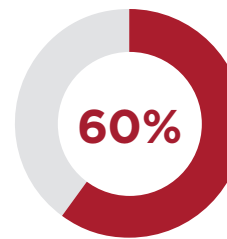
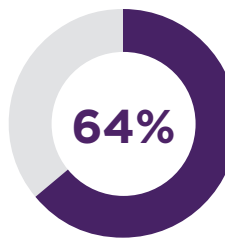
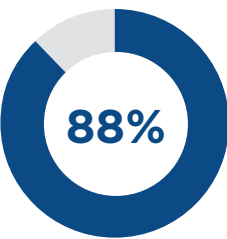
72%
of c-store owners say digital technology could help them retain their existing customers



Self-service transactions will reach **\$78 billion** by 2022, up from \$9.8 billion in 2017. (A year-over-year growth rate of 52%!)

Reap the Benefits of Self-Checkout

Self-checkout drives increased spending and market share, and customers who use it, love it:



Self-checkout results in fewer walk-aways, bigger basket sizes and 24/7 availability, leading to:



Up to 30%
increase in spend on food orders



1-3%
increase in market share

Discover DN Vynamic™ FCx Self-Checkout

Save money. Give your customers what they want. With Vynamic FCx Self-Checkout, you can increase engagement and drive customer loyalty.



Improve revenues
Increase revenue by 15-30% and reduce walk-aways caused by long queues.



Increase customer retention and loyalty
Accept cards, cash, mobile payments and FreedomPay to make it easier and more accessible for your customers.



Save your customers time
Reduce wait times by combining food orders with item purchases (yes, an industry first!).



Speed up implementation
Support all POS systems with a solution that's integrated directly with the back-office.



Improve service levels
Free up staff time so they can support customers where they need it.



Increase flexibility and order size
Combine food ordering and self-checkout in one touchpoint.



Give your customers what they want, when they want it, with **Vynamic FCx Self-Checkout.**

Learn more at DieboldNixdorf.com/FCx.