

HEXAWARE

Custom Mobile App Development Improves Customer Experience and Drives 8x Revenue Growth for C-store Chain

Taking Convenience to the Next Level



Client

| Client

Challenge

Solution

Benefits

Summary

Our client is a major convenience store and gas station chain located primarily in the Northeast US. They offer one-stop shopping for food, coffee, and gas and have built a loyal following due to their customer-first orientation that includes speedy service through technology adoption, innovation, and a customer-first philosophy.



Challenge

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| **Challenge**

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Improving customer experience has always been the foundation of our client's culture, so they were eager to provide more convenient options for their loyal customers to get their favorite products. They wanted to embark on an innovation program — to enhance the existing mobile app experience and use it as another way to foster a sense of community for their growing fan base.

With a partnership spanning over a decade, together we developed a plan to build upon the work we had already done to create a successful mobile food ordering app.

This new phase included goals to create:

- A best-in-class curbside pickup experience
- Integrated food delivery options from their partners
- A comprehensive rewards program
- Expanded contactless payment options

It was also important that the final custom mobile app solution empower their store employees with the tools they need to maintain customer satisfaction.



Solution

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The Approach

Working with our client’s mobile app and store operations teams, we developed a model to define, streamline, and optimize processes as well as integrate new functionalities to improve customer experience.

Our rapid approach had multiple phases, starting with desk and field research, competitor analysis, in-store interviews, persona development, workshops, and stakeholder interviews. The roadmap’s key milestones encompassed customer journey and service blueprints, prototype design and development, usability testing, and app launch preparation and planning.

During the usability testing phase, we conducted two rounds of customer tests on the live prototype. Throughout each round, we gathered valuable feedback from customers and made enhancements to improve that app’s ease of use and functionality. Once testing and approvals were complete, we integrated the innovation project prototype into the existing codebase and rolled out the enhanced functionality.

Solution Highlights

- Access to curbside pickup, partner food delivery options, a comprehensive rewards program, and expanded contactless payment options like Apple Pay and Google Pay
- Geofencing technology and location detection that enabled employees to know when a customer had arrived to pick up their order and where they are parked
- Streamlined path-to-purchase journey to reduce the in/out time through the store for customers
- Personalized content delivery for enhanced customer experiences
- An intuitive, seamless experience that was a true extension of the brand’s in-store experience



Benefits

Client	The transition to a more customer-centric app delivered:
Challenge	8X revenue increase over a period of 48 weeks
Solution	4X increase in app downloads
 Benefits	A significant rise in rewards members and order frequency
Summary	



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Our client’s customers now have access to a custom mobile application that offers curbside pick-up, food delivery options, expanded rewards, and more contactless payment options. With all of this convenience at their fingertips, it’s no wonder that our client’s revenue grew 8x within 48 weeks of launching the new app.

Their enhanced mobile app is just the beginning — we continue to work with them on their long-term evolution as they aim to be the neighborhood hub for true, community-centered convenience.



About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at <https://www.hexaware.com>.

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