

HEXAWARE

Faster Transactions
with Contactless
Pay at the Pump



Client

| Client

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- Benefits
- Summary

When you're in the business of convenience, it pays to consider how applying technological advancements to traditionally low-tech experiences can make life easier for your customers. Consider, for example, how improving a mundane task — like filling your car up with gas — can be made more pleasant. Could you make it easier for customers to enjoy their climate-controlled vehicles longer? Or possibly remove the need to interact with the shared credit card terminal? Could you offer contactless payment gas stations?

Despite vast possibilities and evolving consumer expectations, fuel technology has remained largely unchanged for decades. When you start to think outside of the standard experience, however, new and innovative ways to make fueling up a point of differentiation begin to emerge. That's exactly what our client set out to do.

As a forward-thinking company, our client was in the habit of going above and beyond to listen to their customers and had a vision of creating the best possible fueling experience. To do this, they partnered with Hexaware to create a mobile fuel pay/contactless payment solution in their existing mobile app.



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Soliciting customer feedback was the first step in designing a better fueling experience. There were a few common points of feedback our client was looking to resolve with the introduction of mobile fuel pay, including:

- Minimizing the amount of time drivers had to spend outside, in front of the credit card terminal in extreme weather.
- Making it easier for parents on the go, busy professionals in a hurry, truck drivers, and people with limited mobility to pump their gas without getting out of their cars.
- Enabling contactless payment technology to offer a touchless experience for increasingly digitally savvy customers.

These were just a few of the driving factors for initiating a mobile fuel pay program and our client knew that, if done right, they could exceed customer expectations by implementing contactless fuel pay.



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To make sure we delivered on user needs in the realm of contactless fuel pay, Hexaware worked with our client to create a product strategy that included several key features. From a technical perspective, one of the most important aspects was considering all logistics at the physical pump so they could be integrated into the mobile app. While we worked hard to make the change appear seamless to app users, altering this detailed process required skillful consideration and industry expertise.

In addition to technical considerations, user experience was of utmost importance. Our strategy made sure that the final in-app experience was easy to understand and use, connected the rewards and loyalty program into the fuel pay feature, and enabled new members to sign up for rewards and start earning points upon registration.

Our strategy proved to be a great roadmap in bringing a unique solution to life. With the hard work of creating and executing against our shared plan done, the mobile fuel pay solution was launched. Here's how it works:

- **Location finder.** Once they select their store, users indicate the pump they are at by typing in the pump number.

- **Payment method.** Apple Pay, Google Pay, or a credit card are all options available to users that want to digitally pay for their fuel.
- **Digital receipt.** After contactless payment processing, customers receive a digital receipt, removing yet another physical touch point.
- **Rewards.** Right from the app, users can apply any rewards available to them to save money on their fuel costs. Their digital receipt also shows how many rewards points they earned on that trip.
- **Access other benefits.** To enhance the experience, the mobile app serves up timely offers on food and beverages, allows users to redeem loyalty rewards through the rewards program, and enables them to track prior purchases.



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Above all else, our client wanted the mobile fuel pay program to improve their customers' experiences with their convenience brand. Since they released their in-app fuel payment feature, users have reported that:

- Mobile fuel pay works seamlessly and lives up to the brand promise. They appreciate the decreased contact with the credit card keypad.
- Interactions are speedy—often much faster than the traditional payment process.
- Being able to easily apply rewards is a bonus.
- Saving information, such as preferred store location and payment information, makes future interactions easier.
- Safety features, such as restricting the ability to activate a pump unless you are physically at the store, make the app even more user friendly.



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Hexaware is proud to have worked with this convenience leader as they reimagined what’s possible in mobile fuel pay. Offering a contactless user experience that went beyond guest requests has proven to be a popular app feature and loyalty builder. We look forward to continuing to partner in pushing the boundaries of convenience into the future.



About Hexaware

Hexaware is a global technology and business process services company. Our 32,000+ Hexawarians wake up every day 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 54 offices in 28 countries, we empower enterprises worldwide 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 www.hexaware.com.

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