

# A Game-Changer Every C-store Retailer Must Know



## By Anton Bakker, CEO Outside Networks

Norfolk, VA – The c-store industry is about to go through another major evolution. It will impact ALL c-store retailers whether you presently offer a loyalty program or not. This evolution will change how the c-store industry relates with manufacturers, fuel brands, their communities, and the retail industry as a whole. It all starts

with loyalty. Where it goes is profound.

When we pioneered C-store loyalty years ago, we knew it had the potential to change the industry. Now, it has reached nearly every corner of the United States. It will continue to spread because it works. Top performing programs within our network enjoy significant lifts in monthly margins, product sell-thru and increased market share. Vendors are more actively providing them with funding. Those who are still questioning loyalty's place in the industry are missing the transformation already taking place. However, loyalty is just the start –and it is a catalyst for even bigger shifts happening as we head to NACS and into 2010.

### Getting to 100% Loyalty

This year at NACS, Outside Networks will be introducing three “game-changing” innovations. First is the capability to incentivize ALL customers – both loyalty members and non-members—with targeted offers and rewards. That means we can now use the same highly-effective logic that accelerates loyalty member spending to accelerate spending by those who have yet to join the program. Now, we move ALL customers beyond monthly promotion to a personalized experience that consolidates their spending with your chain. Plus, it will drive more customers into loyalty programs because they will experience the benefits as a non-member and want more.

If you presently have a loyalty program, you'll know right away how ground-breaking this solution is. It's like adding a rocket engine to a Ferrari. There are no limitations to increasing customer frequency and spending. Best of all, it does not require rocket science to be successful. Simply start with the same proven tactics already increasing sales from loyalty members.

### FREE Rewards

The capability of presenting targeted offers to ALL c-store customers is a boon for CPG companies as well. They have been looking for ways to present manufacturer coupons into the c-store industry in much the same way they do in the grocery industry. Outside Networks has begun to offer manufacturer-sponsored rewards as an option to further increase the margins experienced by

loyalty programs. And because Outside Networks will be combining this service with both our base turn-key loyalty solution and our advanced loyalty solution, starting loyalty is now a “no-brainer” for any c-store chain that has been on the fence about getting in. That means no matter where you do business, loyalty is coming to your neighborhood.

### The New Hub of the Community

The third innovation Outside is introducing at NACS this year is technology that supports c-store chains in partnership with local media, other retailers, other businesses, churches, fraternal organizations, school club and sports booster programs. It's the only solution of its kind. Now c-stores can lock-up their market and lock out the competition by expanding their loyalty program out into the community and incentivizing their community to actively promote their chain.

It's the ultimate in audience sharing, where everyone wins. The system can incentivize visitation to partner retailers, businesses, even media events. Plus it can track visitation and encourage repeat business. Local boosters and charities can tie spending with you as a way to raise funds. They'll move their audiences to your stores. Your loyalty members get an even more rewarding experience.

### TOTAL Loyalty for the C-Store Industry

TOTAL Loyalty is what you get when you combine the power of loyalty marketing with these important innovations:

- Targeted marketing to ALL c-store customers
- Manufacturer-sponsored offers and rewards
- Community Loyalty that uses your chain as the hub

That's because your loyalty program now grows beyond membership, across your customer base, and out into the community. There is no other solution like it available today.

Outside Networks introduced loyalty to the c-store market and is still the only solution that works on any combination POS and communicates with customers at every point of contact. We knew what loyalty would mean for the c-store industry. We believe this is as fundamental a shift as the introduction of loyalty marketing. With loyalty making its way into every neighborhood, it is essential that every convenience retailer know what it means for them.

### See It for Yourself

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