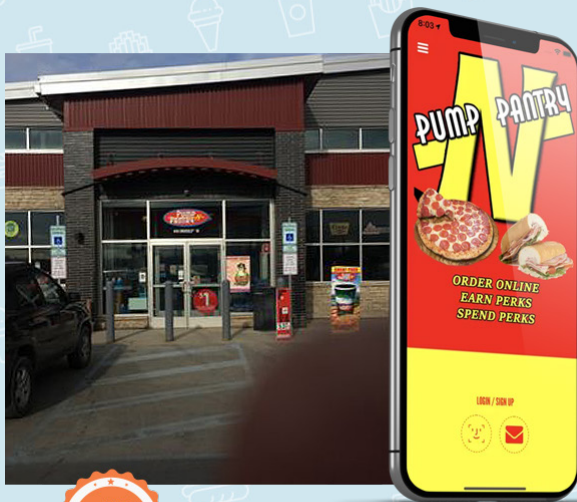




Pump N Pantry Drives Customers from Pump to Store by Combining Online Ordering and Loyalty Rewards



CATEGORY: Exceptional Customer Experience

PUMP N PANTRY AT A GLANCE



**24HR
FUEL & CONVENIENCE**

ESTABLISHED IN 1975

14 LOCATIONS

in rural Pennsylvania



The key challenge for any c-store is moving people from pump to store, especially when a brand specializes in fresh food. Pump N Pantry, a c-store chain with 14 stores in Pennsylvania, wanted to step up its customer perks to drive more customers inside when they stop to fill up. Working with the full Paytronix Platform, the brand created a points-based loyalty program with digital order-ahead capabilities, and a mobile app to create a fast, hassle-free customer experience.

The Pump N Pantry Perks program launched along with online ordering in January 2021. The program rewards points to members for every purchase, which can be redeemed for food, snacks, and other merchandise, as well as access to exclusive discounts and deals. After a little more than a year, 6,000 members had joined the program, with numbers only increasing each month.

Online ordering gave Pump N Pantry a whole new way to deliver value to customers, something they embraced fast. Online orders quickly jumped to 20% of overall sales. Now the brand has both drive-thrus and curbside delivery, something only possible thanks to Paytronix Order & Delivery and its payment capabilities. This means customers can place and pay for their orders, pick them up, and receive rewards any way they want, even without stepping inside the store.

6,000

members had joined the program in the first year

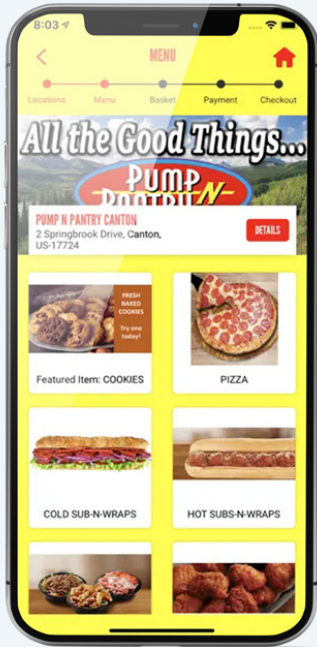


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Highlights Worth Noting

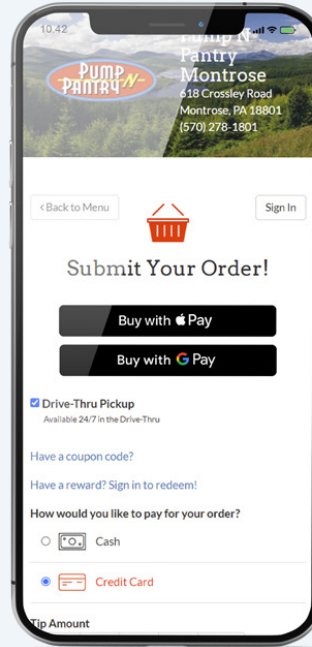
Key features of the Pump N Pantry Perks program that improved the customer experience:



ONLINE ORDERING
via the Pump N Pantry Perks app



No more long waits, with
drive-thru and
CURBSIDE PICKUP



SEAMLESS PAYMENT
via Google Pay, Apple Pay, or
credit cards



BUY 5, GET 1 FREE
reward for customer's choice of
pizza, subs, or coffee

"Our main goal, like so many other convenience stores, is to move customers from pump to store. With Paytronix we can offer the rewards and online ordering that creates a great customer experience and helps move people from filling up with gas to filling up with our amazing Subs-N-Pizza. It's about giving people the ability to choose how they want to interact with us."

WADE ROBINSON, DIRECTOR OF RETAIL OPERATIONS
PUMP N PANTRY