


# Gas Station Case Study



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One of the ThankUCash gas station merchants achieved an average 25% month-on-month growth in revenue by using our platform to reward loyal customers for their continuous patronage. With our product, the company has become the first to roll out a customer loyalty programme in the downstream/retail fuel sector. It was started with 10 gas stations, currently they have more than 70 stations.

## Objective

To drive growth in sales by increasing customer spend, ensuring customers' repeat visits, and to monitor sales

## Solution

Using the ThankUCash rewards platform, the Company launched a 3% cash-back campaign in four (4) locations at the beginning of 2020 for a few weeks. The campaign entailed their rewarding customers who purchased at least 30 litres of fuel (petrol, diesel and kerosene) with instant ThankUCash points. The scheme was comprehensive in that it captured both cash and card transactions and allowed the customers to redeem their points at other ThankUCash participating stores grocery stores, restaurants, cinemas and bars. The points could also be used for bill payments such as toll fees, electricity tariffs and airtime. The platform also provides customer spend data which is used by the Company to monitor and drive its sales activities.

On achieving 25 – 40% weekly revenue growth at the pilot locations, the campaign was rolled out to the remaining locations. Further, it was applied to other products of the company such as cooking gas, lubricants and auto repair service. The cooking gas has also been added to the ThankUCash in-app purchases. This singular collaboration with ThankUCash has helped the company grow its customer base by 445% over time with associated increase in revenue, making the company one of the top three privately owned gas stations in the country.

## Commendation

“Definitely the best customer rewarding platform we have used at our outlet”