



A Winning Partnership:

**PREMIUM PAYBACK
INCREASES TRAFFIC
AND STRENGTHENS
RELATIONSHIPS FOR
FUEL PROVIDERS**

Highlights

FIS™ real-time loyalty redemption scores at fuel pump for a nation-wide fuel provider with over 6,500 stations nationally.

Business Objectives:

- Increase traffic and sales for fuel provider stations across the nation.
- Improve customer engagement and drive new customers to fuel pumps.
- Create an easy-to-use reward network for both clients and customers.

Benefits Achieved:

- A nearly **3% increase** in use of fuel provider by account holders who used their cards for gas.
- A **4% decrease** in blended average for cost per point redeemed.
- A **7% increase** in active accounts.
- An **increase** in customer engagement seen by nearly one in five points redeemers who said they chose a gas station based on the ability to use points.

The Story

In today's world, there is a demand for loyalty solutions among consumers. Over **90%** of credit card spending goes to a card with rewards, and **70%** of all electronic payments transactions occur using debit cards.

It is a necessity for solutions to meet consumers' needs and drive new revenue opportunities for companies. As with all other verticals, retailers in the fuel industry were in need of a solution that enhanced their offerings in a simple and easy-to-use manner.

FIS Loyalty Solutions stepped in to create a winning partnership that increased traffic and strengthened both cross-industry and consumer relationships.

FIS Loyalty Solutions partnered with one of the world's largest oil and gas companies to conduct a pilot for the Premium Payback solution. The program included more than **6,500 gas stations** across the United States using FIS technology that allowed customers to redeem rewards points for 50 cents off each gallon of gas, up to 20 gallons.

This first-to-market solution created outstanding results for the fuel provider and the financial institution involved. Success was measured by metrics including: Increase in revenue, number of engaged customers and customer traffic. The solution was also awarded "Best POS Innovation" by the Innovation Project 2016 awards.

How it Works

Premium Payback provides real-time point-of-sale instant discount options on fuel. Our technology provides issuers the ability to offer their rewards program cardholders a new redemption option of Cents Off Per Gallon (COPG) at national gas stations. To streamline the process, FIS floats all the gas costs and manages settlement with all fuel providers.

The experience for consumers is completely frictionless.

- When a cardholder inserts a payment card associated with the participating rewards program to purchase fuel, he is given the option to use a given number of his points for a gas discount, applicable to the very gas purchase he is about to make.
- If they choose to redeem the points, they are applied to his purchase, and he receives a receipt detailing how much he has saved.

An Innovative Solution with Solid, Quantifiable Results

Premium Payback is technology that demonstrates creativity, innovation and flexibility in a single solution that benefits the customer and the retailer equally. Leveraging our technology and integrations, consumers can redeem their rewards points for real-time discounts, as soon as they swipe or insert their card into the POS terminal. This solution provides multiple benefits for fuel providers, including: Lower currency options, incremental sales growth, flexible financial and operational models, cross-marketing opportunities and the ability to leverage existing integrations.

Within a 12-month timeframe, the oil and gas company saw:

- A nearly **3% increase** in use of fuel provider's services by account holders who used their cards for gas
- **18%** of points redeemers said they chose the fuel provider because of the loyalty program
- **56%** of consumers in the program said gas discounts were a better value than other redemption options
- **88%** of consumers said they would redeem points for gas discounts again

The average American household spends \$3,348 of their after-tax income on fuel. Consumers have a number of choices in the fuel provider they visit to make this necessary purchase. For fuel providers who offer them an incentive to continually choose their brand, there is significant opportunity to capture more market share, and cultivate loyalty.

Working with the FIS Team

Selecting a vendor can be a challenging process that requires careful planning and thought. For that reason, we want to make it as easy as possible to create a winning partnership with us. With our long-term industry presence, financial stability and innovative, proven products and processes, we help our clients realize their short- and long-term goals. We will provide fuel providers with the best, most integrated loyalty solution available in the industry.

Contact Us

To learn how your company can increase traffic and revenue, strengthen your customer relationships and increase relationships with financial institutions, contact your client relationship manager, call **800.822.6758** or visit **www.fisglobal.com**.