



Intelligent Forecourt Customer Service System

Improving Customer **Forecourt Experience**



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Nowadays oil companies are very much aware of their branding and the corporate image of their petrol stations. Many developments and branding enhancements take place in the shop, adding value to the petrol site, with numerous promotions and extras.

But what if we go back to the basics and perfect the core business... refueling? Would that pump up the volume?

Refueling

Murphy's law **'Anything that can go wrong, will go wrong'** can be reflected in the feelings of many petrol station visitors. Customers often think they have picked the wrong lane because other lanes appear to move faster. This creates a feeling of dissatisfaction. Visitors will change lanes and create unsafe situations and further congestion on your forecourt.

The three biggest client complaints on your petrol forecourt?

- **Waiting** until the desired fuel grade is available and not knowing how long it will take until the pump is free.
- **Choosing the wrong lane.** Visitors often have the feeling they have to wait endlessly in their chosen lane, then they see other lanes are moving faster. This can result in changing lanes, which causes unsafe situations and more congestion on the forecourt
- **Technical issues are often not communicated well by the site.** When a customer gets to a pump having queued and their grade is not available they are again frustrated.

Now improving the customer forecourt experience can be achieved by helping your clients to make the right choices, so refueling will be quick, safe and easy. Simply informing customers about timing and availability plus redirecting them to the right dispenser is key!



How can we make this **possible**?

Bever Innovations has developed the FOCUS system, which inform customers what grades are available and which pump will be available next. **This system is available in 3 variations:**

1. FOCUS FPT, showing Fuel and Pump availability combined with a Timer
2. FOCUS FP showing Fuel grade and Pump availability
3. FOCUS P, showing Pump availability



1 - FOCUS FPT

The first concept of this version was made for Shell. Bever Innovations created a system that guided visitors to the first available pump. The fundamental idea is that a client arriving on the forecourt only needs one glance at the system to see which pump is available next. Signage used on this system indicates to a client as they drive in which pumps are available, where other clients are refueling and which customers are paying and leaving the forecourt.

2 - FOCUS FP

This system informs the customers in a very intuitive manner which grade is available at which pump on both manned and unmanned stations and when there is technical problem with the pump that cannot be fixed instantly or if the staff have closed a lane. On EPOS connected versions it can indicate which pump is available next. This increases the safety on the forecourt and reduces lost time. Changing of lanes will decrease and clients will progress quickly to the correct pump.

3 - FOCUS P

As with Focus FP this is a simple and easy way to inform your customer which of the pumps is available. It reduces the amount of people backing up on your forecourt, increases safety and reduces lost time.



Visualise your identity

Do you want to improve your customer forecourt experience, without compromising your unique brand identity?

The FOCUS signs make sure the availability of your pumps and fuel is displayed clearly and simultaneously it strengthens and complements your corporate branding perfectly. The displays in the FOCUS signs are Bever Innovations' proven I-Catcher displays, which are installed all over the world in the most extreme weather conditions. Bever Innovations ground breaking LED design and production techniques are the result of many years' experience in the field with major oil companies.

We ensure:

1 - Unique flexibility

We value your branding! Therefore the FOCUS signs complement your identity in a perfect way. No compromises are necessary.

2 - High reliability

The LED products use the latest techniques and the most reliable LEDs to ensure their excellent quality. These displays are suitable for tropical, arctic and temperate climates and will give a long life span with low maintenance in all conditions.

3 - Maximum readability

A wide oval viewing angle ensures the best readability even in the worst weather conditions day or night with our proven automatic control techniques.

* As FOCUS is a concept that is designed in close cooperation with a client we always provide consultancy with clients and suppliers. Enhanced options are subject to availability of EPOS and pump protocols/connections and an appropriate support agreement from their manufacturers and maintainers.

FOCUS branding options

Tailor made solutions

Bever Innovations does not offer just one FOCUS system, it can be branded to your desired image standards and made especially to fit your company's needs.

Examples:





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