Stuzo

CASE STUDY

Improving Loyalty Program Enrollment Rates with One-Step Sign Up

CEFCO achieved a 115% increase in member enrollments with Open Commerce, Stuzo's all-in-one platform

The Challenge

CEFCO, a fuel retailer with more than 200 locations in the South, was looking to seamlessly relaunch its existing Rewards program. The new program needed to achieve key business outcomes:

- Attract a wider customer base
- Sell more gallons of fuel
- Drive more fuel and in-store trips
- Increase basket size

The Results

Within the first 60 days of program launch, CEFCO witnessed significant improvements compared with its prior rewards program:

80%
Incremental Lift in Transactions Per Day

243%
Incremental Lift in Number of Active Members

115%
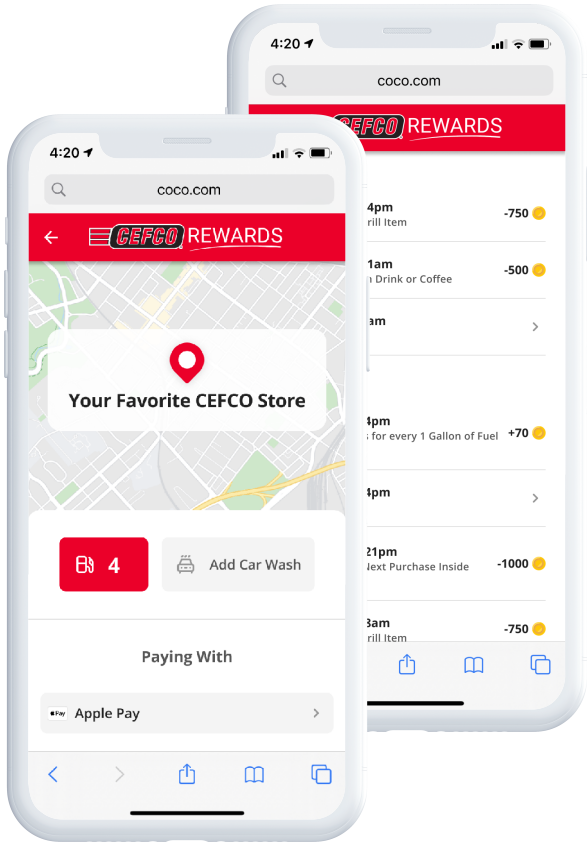Lift in Member Enrollment Rates

Stuzo's Approach

Stuzo recognizes that program enrollment needs to be fast and simple. Requiring an app download or too much personal information upfront greatly reduces customer enrollment. With a limited amount of time (and customer attention) at the pump and in-store, simple enrollment becomes even more crucial.

After a seamless transition from CEFCO's previous vendor, Stuzo launched an all-new CEFCO Rewards program. The new program enables one-step enrollment: customers can enroll using just a mobile phone number at the pin pad on the fuel pump, the pin pad at the POS in-store, or on the CEFCO website.

CEFCO's new program is a great example of how simple, seamless enrollment across channels generates more enrolled members, higher engagement, and greater incremental business outcomes at scale.

Open Commerce Products Powering CEFCO Rewards

Activate
Intelligent 1:1 Loyalty Engine

Experience
Progressive Profiles and Cross-Channel Engagement

Customer Testimonial

"Our customers love our CEFCO Rewards program. With a simple sign-up process, our new member rates have more than tripled in the past 2 years. We continue to see a significant return on our investment through more frequent and highly engaged consumers who spend a lot more at CEFCO than non-rewards consumers. Stuzo has been a great strategic partner in ensuring we're consistently delivering value and convenience to our customers."

RACHEL PUEPKE
VP, MARKETING AND MERCHANDISING

Stuzo

Stuzo's purpose-designed Wallet Steering System uses data from across loyalty, payments, and the customer experience to drive more visits, more gallons, bigger baskets, greater share of wallet, and increased customer lifetime value.

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