



# Step into the future of convenience

## KPMG Connected Enterprise for ENRC

» The future for the gas station is not just changing what we fuel. It is putting the *convenience* in convenience store and building a better experience for customers. The rapidly accelerating switch in the way we power our vehicles, in particular the charge-from-anywhere flexibility of EVs, means that fuel retailers need to offer more. Because the pandemic changed the way people shop, customers are now looking for the convenience of one place that offers the widest variety of services and selections.

» Customer are aware that the energy transition will impact personal mobility, but to capitalize on this convenience retailers need to prioritize the customer, understand the customer, and compete for the experience to become a customer-facing business.

» Companies in convenience retail who focus on differentiated CX opportunities, improved product offerings, modern loyalty programs, and a consumer-focused location footprint strategy will be best positioned to grow their customer base, compete with an entirely new class of competitors (e.g., Starbucks, retail outlets), and improve profitability.

» Through our deep experience, across both Consumer and Retail (C&R) and Energy, we'll help you deliver the business and technology transformation to create great experiences that turn casual shoppers into lifetime customers. We'll do so with systems that provide the data and insights to be connected to customers, so you know their habits better than they do themselves, powered by world-class technologies to transform the everyday, and trusted by all stakeholders to fully charge the future of convenience retail.



### Key considerations

- How do you make every visit an experience?
- How do you fuel your people to adopt a customer-first mindset?
- How can you re-energize the technology of convenience?
- How do you create partners that collaborate for a better future?



### How KPMG can help

- Gaining greater value from your investment in transformation through our enterprise-wide connected thinking
- Bridging the gap between C&R and Energy to stimulate new ideas and innovative solutions
- Identifying where to focus efforts in the short-term and map out the ways to uncover greater value in the long-term
- Transforming your operating model to deliver measurable outcomes

## What does a Connected Enterprise look like?

The most successful organizations exhibit eight characteristics that span all aspects of the enterprise. The capabilities of front office, middle office, and back office integrate efficiently to support the brands, products and services, interactions, and workforce.

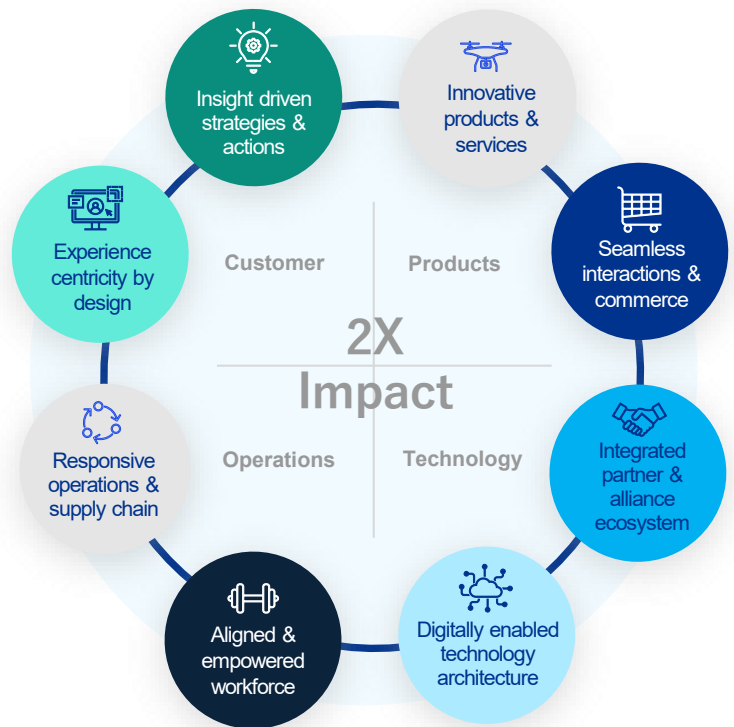
### Make the connection

- Generate business value at every stage of your transformation journey
- Build an insights-driven, digital, and customer experience centric business
- Empower and enable your people to align the organization for agility and performance
- Engineer secure architectures to enable agile, high-speed innovation

### KPMG Connected Enterprise for ENRC

Connected ENRC is an approach supported by a suite of customizable technology designed expressly for ENRC businesses.

It connects all areas of your organization, and it connects you with your customers across all digital channels. By capturing more accurate and impactful consumer information, you can develop insights to inform your decision-making. KPMG Connected Enterprise moves you from siloed to efficient and turns intelligence into action plans. See what it can do for you.



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