

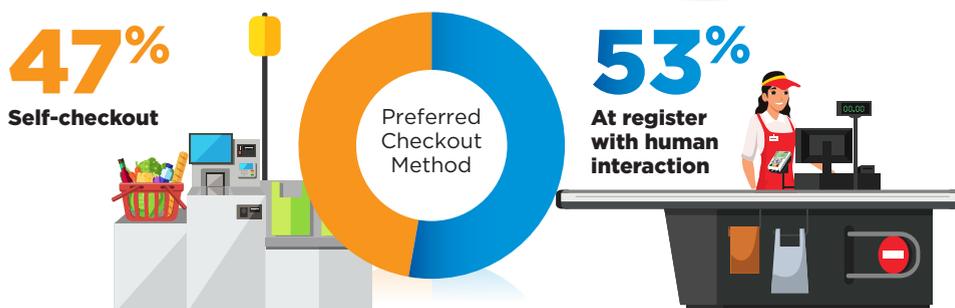
Serving the Customer

Fueled by the pandemic, the world of c-store services has significantly expanded

“Checking out” used to mean one thing: waiting in line, going up to a register staffed by an employee, and paying for the goods you wanted to purchase. Today, “checking out” has multiple meanings in the convenience store space: it can mean mobile ordering/payment and picking up goods curbside; it can mean online ordering/payment and getting goods delivered; it can mean self-checkout at an in-store kiosk; it can mean contactless checkout powered by sensors placed throughout the store; and the list goes on and on. Fueled by the COVID-19 pandemic, the ways in which c-stores serve the customer have significantly expanded. The *2021 Convenience Store News Realities of the Aisle Study*, which surveyed 1,500-plus consumers who shop a c-store at least once a month, uncovered the following insights around c-store services:



Convenience store shoppers are almost equally split when it comes to checkout at a register with human interaction vs. self-checkout with no interaction. Human interaction gets a slight edge.



Usage of Specific Services at Convenience Stores

ATM	29%	Bill pay	7%
Car wash	15%	Check cashing	7%
Self-checkout	14%	Curbside pickup	6%
Mobile payment	12%	Video games	6%
Drive-thru	11%	DVD rental	5%
Internet access/Wi-Fi	10%	Pick-up lockers	4%
Mobile ordering	9%	Postal services	4%
Money order	9%	Coin counting	3%
Home delivery	7%	Copy/fax	2%

Nearly six in 10 c-store shoppers regularly use at least one “expanded service” at convenience stores. ATM and car wash continue to be mainstays in the channel, but newer services such as self-checkout, mobile payment and drive-thru round out the top five.

Consumers give strong satisfaction scores to all the services offered at c-stores, with contactless checkout using AI sensors topping the list at 90% very satisfied or satisfied.

Satisfaction Using Service at Convenience Stores

Contactless using AI sensors	90%	10%
Order online, pickup in-store	88%	7% 5%
Mobile coupon/discount	86%	9% 5%
Drive-thru	85%	13% 2%
Home delivery	84%	15% 1%
Order online, pickup curbside	82%	10% 8%
Mobile pay at pump	81%	12% 6%
Mobile pay in-store	80%	17% 3%
Contactless using kiosk	78%	16% 5%
Contactless using app	77%	16% 7%

Very satisfied/satisfied
Neutral
Very unsatisfied/unsatisfied