PetrolPrices

Customer Experience Index

UK forecourt and motorway service area analysis

Quarter 3 - 2018

Executive Summary

PetrolPrices provides a fuel price information service for over 1.9 million members, with 521,000 members using the service each month via email, website and app.

This is the first customer experience index from PetrolPrices. The goal is to provide a regular and consistent analysis evaluating customer experience within UK petrol retail forecourts and motorway service areas. Published every three months, it will look at data gathered from members via web and app usage and quarterly surveys sent to a survey opt in database. In this initial customer experience index, data was taken from 19,556 survey respondents.

In this index we analyse footfall, dwell & spend at forecourts and motorway service areas, as well as brand ratings and reviews. Each quarter these metrics will be benchmarked and compared to identify trends and changes in the market. In this quarter we also analyse food & drink purchasing, reasons to visit other than re-fuelling and payment preferences.

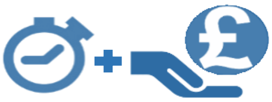
In the next quarter PetrolPrices will look to analyse a different aspect of the customer experience to reveal new insights for petrol retailers and motorway service operator partners.

Highlights

Footfall

Most popular times to fill up Saturday 10am-11am, Friday 10am-11am and Saturday 12pm-1pm

Dwell & Spend



13% more users buy food or drink when they spend more than 10 minutes at MSAs

Reviews

Lighting and cleanliness have the highest positive correlations to overall customer satisfaction

Food & Drink

Those who fill up on Sunday most likely to buy food or drink

Payment

87% pay at the pump because it saves time, 23% pay in kiosk for personal interaction

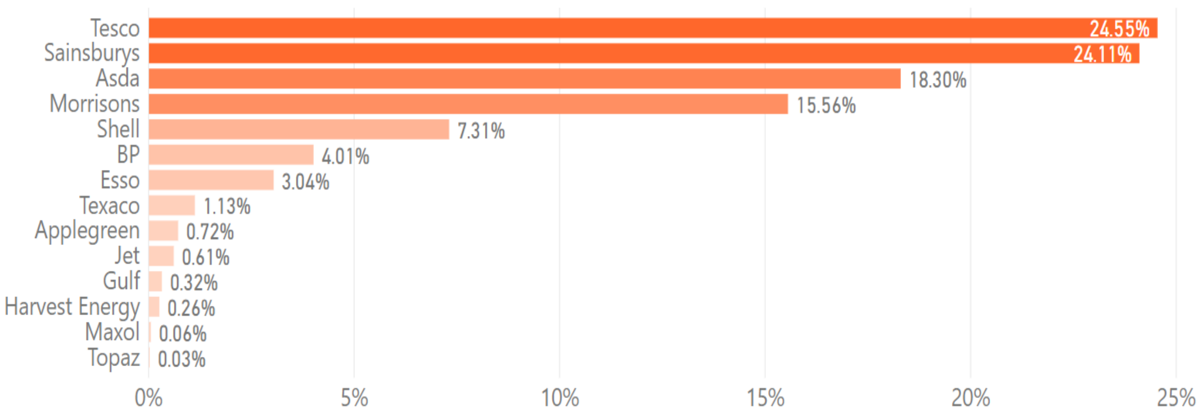
Expert View

1% are regular users of payment apps, still in early adopter phase

Footfall

	0-1	1-2	2-3	3-4	4-5	5-6	6-7	7-8	8-9	9-10	10-11	11-12	12-13	13-14	14-15	15-16	16-17	17-18	18-19	19-20	20-21	21-22	22-23	23-24	Total
Sunday	0.57%	0.32%	0.23%	0.44%	0.14%	0.16%	0.30%	0.39%	0.62%	0.76%	1.58%	1.07%	0.85%	0.75%	0.82%	0.78%	0.64%	0.44%	0.64%	0.23%	0.28%	0.20%	0.11%	0.02%	12.35%
Monday	0.59%	0.32%	0.28%	0.27%	0.20%	0.37%	0.85%	0.71%	0.73%	1.01%	1.37%	0.98%	0.59%	0.41%	0.39%	0.28%	0.20%	0.43%	0.48%	0.36%	0.16%	0.14%	0.04%	0.04%	11.18%
Tuesday	0.55%	0.25%	0.30%	0.18%	0.21%	0.27%	0.43%	0.20%	0.43%	0.64%	1.56%	0.94%	0.68%	0.39%	0.69%	0.32%	0.41%	0.41%	0.23%	0.27%	0.14%	0.12%	0.12%	0.02%	9.76%
Wednesday	0.55%	0.30%	0.46%	0.28%	0.23%	0.32%	0.52%	0.66%	0.36%	0.73%	1.42%	1.30%	0.85%	0.66%	0.87%	0.30%	0.37%	0.39%	0.52%	0.41%	0.20%	0.25%	0.11%	0.02%	12.07%
Thursday	0.41%	0.37%	0.52%	0.41%	0.25%	0.30%	0.64%	0.53%	0.44%	0.84%	1.90%	1.67%	0.85%	1.00%	1.24%	0.91%	0.73%	0.69%	0.59%	0.39%	0.16%	0.12%	0.28%	0.11%	15.36%
Friday	0.75%	0.48%	0.60%	1.00%	0.75%	0.85%	1.07%	1.12%	0.76%	1.26%	2.22%	1.67%	1.00%	1.05%	1.16%	0.89%	1.46%	1.26%	1.23%	0.48%	0.27%	0.18%	0.12%	0.04%	21.65%
Saturday	0.80%	0.36%	0.50%	0.36%	0.25%	0.20%	0.41%	0.87%	1.30%	2.03%	2.45%	1.85%	1.33%	0.92%	1.14%	0.76%	0.39%	0.39%	0.46%	0.32%	0.20%	0.18%	0.12%	0.05%	17.63%
Total	4.21%	2.40%	2.90%	2.93%	2.03%	2.47%	4.21%	4.48%	4.64%	7.27%	12.51%	9.47%	6.15%	5.17%	6.31%	4.25%	4.19%	4.02%	4.14%	2.45%	1.40%	1.19%	0.91%	0.28%	100.00%

We asked users when they normally fill up their vehicles, the busiest day of the week for filling was Friday, whilst the busiest time of the day all week is 10am-11am. The top chosen times of the week were Saturday 10am-11am, Friday 10am-11am, Saturday 9am-10am. A surprisingly busy period was late afternoons on Fridays, as a lot of people prefer to fill up on their way home from work at the end of the week.



Supermarkets hold the largest share of user visits, 82.52% of users most commonly visit supermarket forecourts, big brand retailers 15.49% and smaller brand retailers have 1.99% share of user visits.

Footfall

Mileage & Fill Frequency

With vehicles becoming more fuel efficient, overall footfall at forecourts is decreasing. PetrolPrices found that the average user fills up 42 times per year, spends £45 each time they visit and dwells 5 mins and 25 seconds each time they visit.

According to Gov.uk (2017) the average annual mileage for petrol drivers was 6,500 miles and for diesel drivers 10,100 miles, while filling up on average 36 times per year for petrol and 34 times for diesel drivers.

PetrolPrices members have an average yearly mileage of 9,429 miles and fill up 42 times per year. This is over 1500 miles more than the 2017 average yearly mileage of 7800, and a higher fill frequency than the lower average of 36 times.

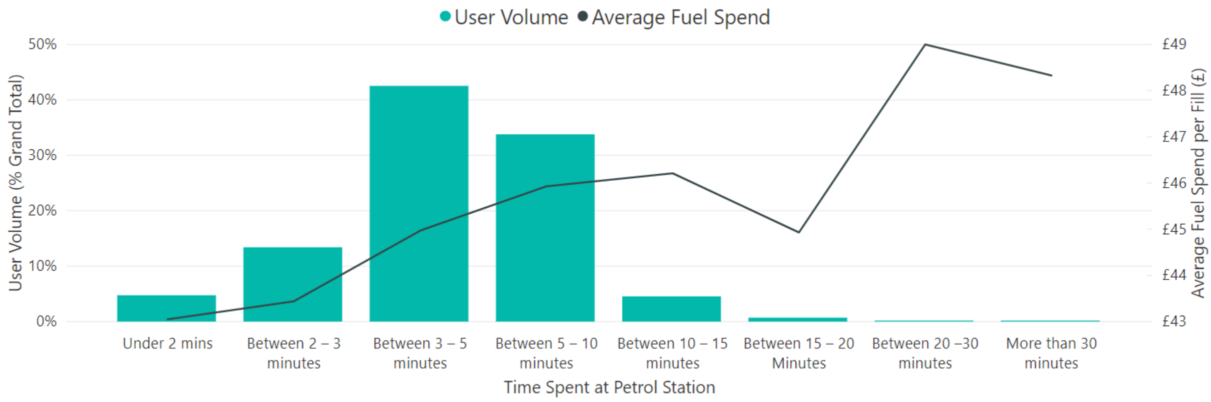
Conclusion

The index indicates the longer than you can make a driver dwell at a forecourt, the more they spend. High traffic periods during lunch hours offers a significant opportunity to drive sales through bestselling products in food and drink.

Clear advertising of meal deal offers viewed from the pump in peak periods will draw potential customers in, decreasing the number of those paying at the pump into the stores who want to take advantage of these lunch time offers.

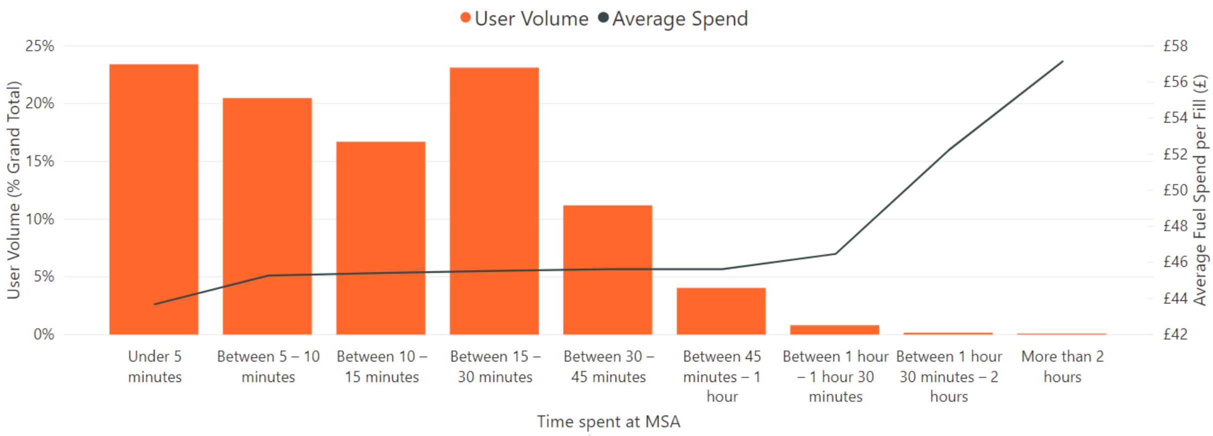
Dwell & Spend

Petrol Stations



43% of the total money spent on fuel at petrol stations is by users who spend 3-5 minutes on fuel, with have an average spend of £44.97.

Motorway Service Areas



The time people spend at Motorway Service Areas (i.e. MSAs) is distributed more evenly across different time periods. Only 5.5% of users spend more than 10 minutes at a standard forecourt, whereas 56% of users spend more than 10 minutes at MSAs. Quick service restaurants and extra facilities significantly increase dwell time by more than 50%. The average user spends 5 minutes 25 seconds at a petrol station compared to spending 16 minutes 37 seconds at MSAs. The average spend at MSAs is lower than petrol stations at £42.26, but the volume of footfall far greater.

Conclusion

Average fuel spend tends to increase as time spent increases, a one-minute difference at forecourts is estimated to represent a difference of 15p in the average customers fuel spend for each specified time period.

Whereas at MSAs a one-minute difference is estimated to represent a difference of 9p, which makes sense since dwell is considerably higher from extra services provided at MSAs.

Where dwell time is substantially longer at motorway service stations, it gives a great incentive to offer deals to drive sales on frequently bought products and foods because users tend to buy more items when they spend over 10 minutes at a motorway service area.

In comparison to those spending less than 10 minutes at an MSA, an extra 13% of users either buy food or drink whether that be very rarely, occasionally or every time amongst those spending more than 10 minutes at a Motorway Service Area.

Most Liked Qualities

The following heatmap shows the top five most liked qualities of the brand forecourt that they visit most frequently.

Most Visited Brand	Cheap fuel	Good Quality Fuel	Near Home	Near Household Shopping	Near Work
Applegreen	63.6%	4.7%	24.0%	0.0%	2.3%
Asda	74.2%	1.5%	12.1%	6.1%	2.0%
BP	6.7%	45.3%	31.8%	2.5%	3.8%
Esso	13.6%	30.8%	43.6%	1.5%	3.5%
Gulf	19.0%	15.5%	50.0%	3.4%	5.2%
Harvest Energy	48.9%	4.3%	40.4%	0.0%	4.3%
Jet	38.2%	8.2%	43.6%	4.5%	1.8%
Morrisons	51.3%	1.4%	24.0%	15.0%	2.3%
Sainsburys	52.4%	4.0%	20.0%	13.2%	3.0%
Shell	4.6%	59.2%	22.3%	1.9%	3.0%
Tesco	48.0%	2.6%	25.0%	12.9%	3.0%
Texaco	12.9%	28.7%	43.6%	3.0%	4.5%

Shell and BP associate with high quality fuel and will predominantly visit such brands due to that perceived quality. Drivers will visit supermarkets because of their price competitiveness and proximity to their weekly shop. Other brands such as Harvest Energy, Jet, Texaco and Esso rank highly for being close to home but are not necessarily competitive on price. This implies some brands are situating station locations better than the competition to optimise margins.

Ratings & Reviews

Brand Ratings

Users rated their most visited brands from 1-5 with 1 being poor and 5 being excellent. The following heatmap shows how ratings for categories vary between top brands and shows what categories users are more and less satisfied with.

	Shell	BP	Sainsburys	Jet	Texaco	Asda	Morrisons	Applegreen	Gulf	Esso	Harvest Energy	Tesco
Overall	4.24	4.16	4.09	4.08	4.06	4.06	4.05	4.04	4.03	4.00	4.00	3.92
Customer Service	4.21	4.06	4.09	4.16	4.12	3.84	4.02	4.08	4.22	3.96	4.07	3.92
Lighting	4.31	4.18	4.19	4.11	4.14	4.18	4.14	4.05	4.00	4.06	3.89	4.07
Cleanliness	4.24	4.15	4.11	4.06	4.08	4.09	4.07	4.05	4.00	3.95	3.76	3.93
Coffee Quality	3.92	3.93	3.64	4.14	3.83	3.48	3.64	3.80	3.71	3.54	3.33	3.54
Queue time for pump	4.07	4.07	3.65	4.24	4.18	3.86	3.58	4.12	4.14	3.87	3.87	3.57
Queue time for kiosk	3.92	3.89	3.73	4.22	4.06	3.87	3.60	3.97	4.09	3.69	4.11	3.65
Toilet facilities	3.60	3.47	3.22	3.80	3.06	3.18	2.98	2.84	3.00	3.04	3.55	2.78
Disabled/Baby Changing Facilities	3.17	3.35	2.99	3.50	2.71	2.92	2.69	2.44	1.50	2.81	2.83	2.50

Supermarkets rank lower for most of the ratings, perhaps due to historical associations of lower quality fuel, or because they are often busier locations thanks to price competitiveness. User ratings on queue times at supermarkets were the lowest across all brands and this appears to have a strong correlation to perceived customer service.

Ratings & Reviews

Smaller ratings are noted for coffee, toilets and baby changing/disabled facilities across all brands, due to the lack at some forecourts if they are part of a supermarket or not on a major route. 50% of users said N/A for toilets and 43% of users said N/A for baby changing/disabled facilities. Users were most satisfied with lighting which had the highest average rating out of all categories.

Conclusion

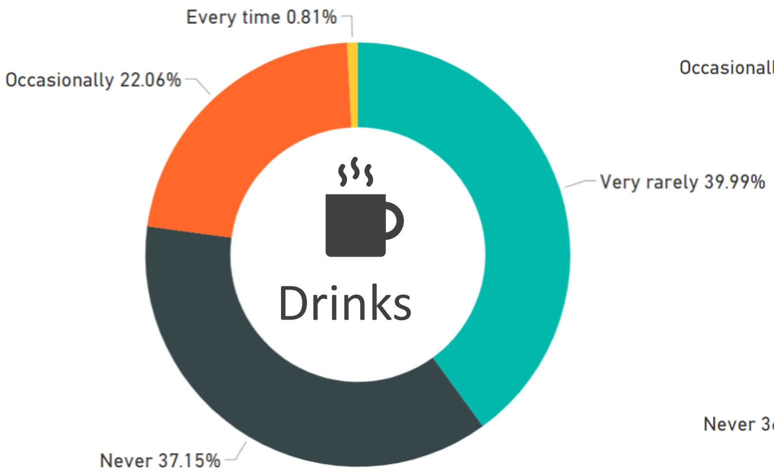
The average brand ratings for cleanliness and lighting were found to have a highly positive correlation. This gives evidence that good quality lighting gives a better perception of the cleanliness of the forecourt.

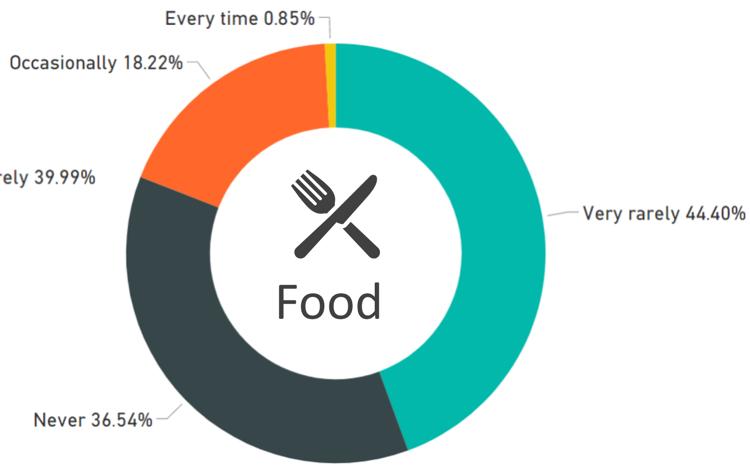
Average brand ratings for cleanliness also had a strong positive correlation to the average brand overall ratings. This means that those brands who have good lighting and cleanliness in forecourts are more likely to rank highly for overall customer experience.

Overall customer experience is a key metric underpinning a range of positive indicators at a forecourt or motorway service area. A strong customer experience can lead to improved repeat visits, and higher average purchase value that over-rides price as the only determiant for a driver to visit a location.

Food & Drink

Food & Drink Buying





Food and drink buying saw a very similar distribution, 3.84% more users buy a drink occasionally when visiting a forecourt compared to buying food occasionally and 4.41% more users buy food very rarely compared to buying a drink very rarely. This implies the average user buys a drink more frequently than buying food.

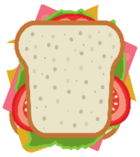
Sunday is the most popular day for buying food or drink, 71% who fill up on a Sunday either buy food or drink very rarely, occasionally or every time. That is at least 4% more users than the other days of the week.

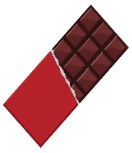
People appear to have more time on their hands at weekends, meaning that they dwell longer and are more likely to buy food or drink. Despite Sunday being the fourth busiest day of the week to fill up, it is one of the best opportunities to make sales. Sunday is the perfect day to use a flash sale alerting them of a product on offer.

Food & Drink

Products Purchased

Food:

Sandwiches

38.2%

Chocolate

37.9%

Sweets

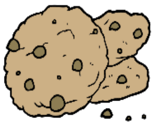
35.0%

Crisps

26.6%

Meal

15.3%

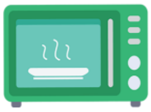
Biscuits

7.1%

Fast

5.3%

Ice-cream

4.2%

Ready

2.8%

Drink:

Water

53.8%

Carbonated

33.2%

Coffee

31.0%

Juice

19.4%

Tea

5.5%

Sports

4.8%

Wine

2.4%

Beer

1.7%

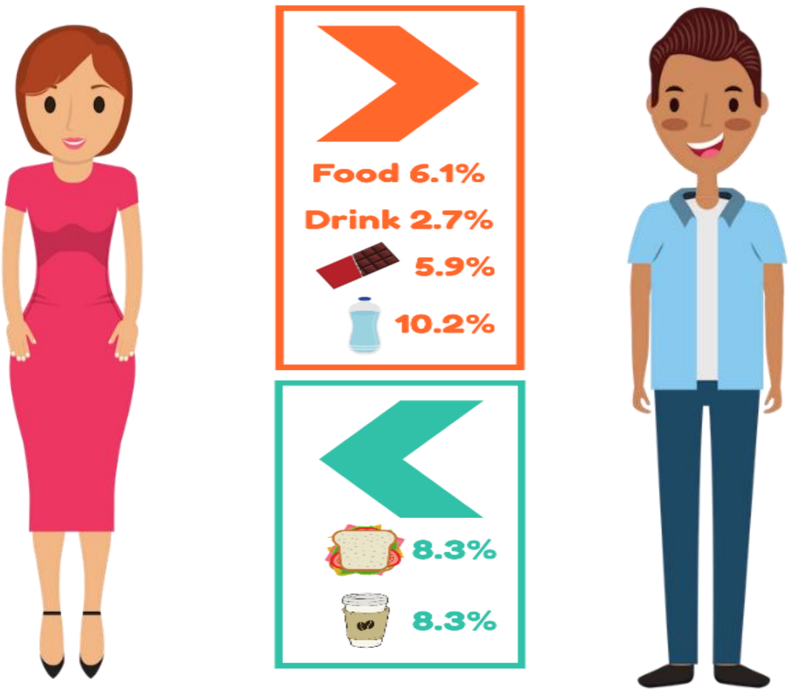
Protein

0.9%

Food & Drink

Gender Comparisons

PetrolPrices analysed food and drink purchases comparing gender to see what customers purchase most and least by gender group. The survey also received 0.2% respondents who classified themselves as ‘Other’ gender, but the volume of data was not large enough to draw statistical gender comparisons from it.



Gender Buying:

- **6.1%** more women purchase food at forecourts than men
- **2.7%** more women purchase a drink at forecourts than men
- Women are more likely than men to buy chocolate and water from forecourts by **5.9%** and **10.2%** respectively.
- Men are more likely to buy sandwiches and coffee from forecourts than women both by **8.3%** respectively

Payment

Payment Distribution

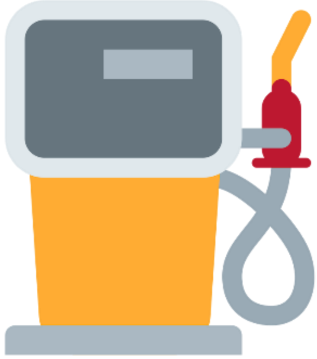
PetrolPrices analysed the payment preferences and payment reasons of users. It was assumed that women would prefer to pay at the pumps for speed and convenience, however the index found **51%** who preferred to pay at the pump were male.

Older customers prefer to pay in the kiosk to experience human customer service and have the highest concerns about card security or difficulty using pay at pump, whereas younger customers prefer to pay at the pump because it saves them time and lower concerns regarding card security.

Payment Preference:

Kiosk 50.1%

Pump 27.6%



Both 22.3%

Payment Reasons:

- 87.5% who pay at the pump do it because it saves them time
- 22.5% who pay at the kiosk do it because they like personal interaction
- 15.7% who pay at the kiosk do it because due to card security concerns
- 12.2% who pay at the kiosk do it because they want to buy something in the shop

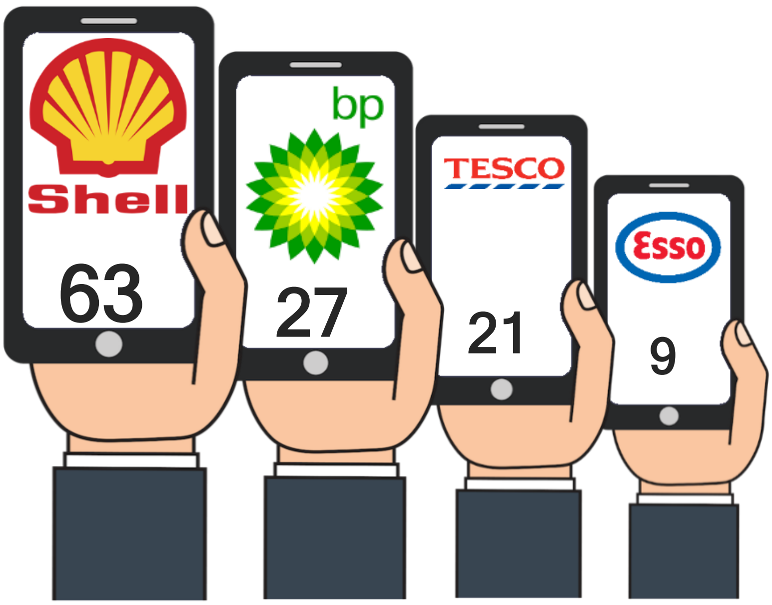
Payment

Fuel Payment Apps

It's clear that fuel payments apps are still in an early adopter phase and have not reached mass adoption at this point. One of the main challenges appears to be **62%** of users had never heard of fuel payment apps before. **5%** of users had downloaded a fuel payment app, but only **1%** of users was continuing to use one regularly.

As well as a lack of awareness, users find setting up and then using fuel payment apps complicated and some users don't fully understand the benefits of using a fuel payment app over paying normally in the kiosk or at the pump.

Fuel Payment App Share (%)



Payment

Fuel Payment App Reasons:

Of those that do not have a payment app:

- **62.2%** have never heard of a mobile fuel payment app
- **16.4%** say they would rather go into the kiosk to pay
- **9.6%** concerned about pre-authorisation fees and minimum charges

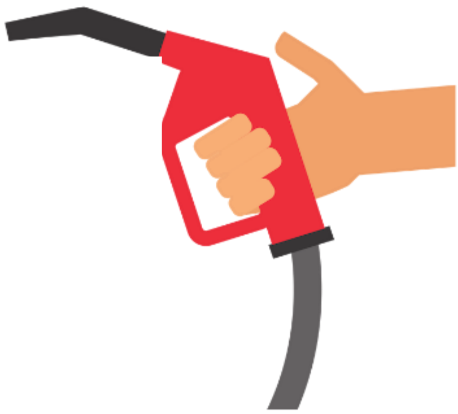
Of those that have a payment app:

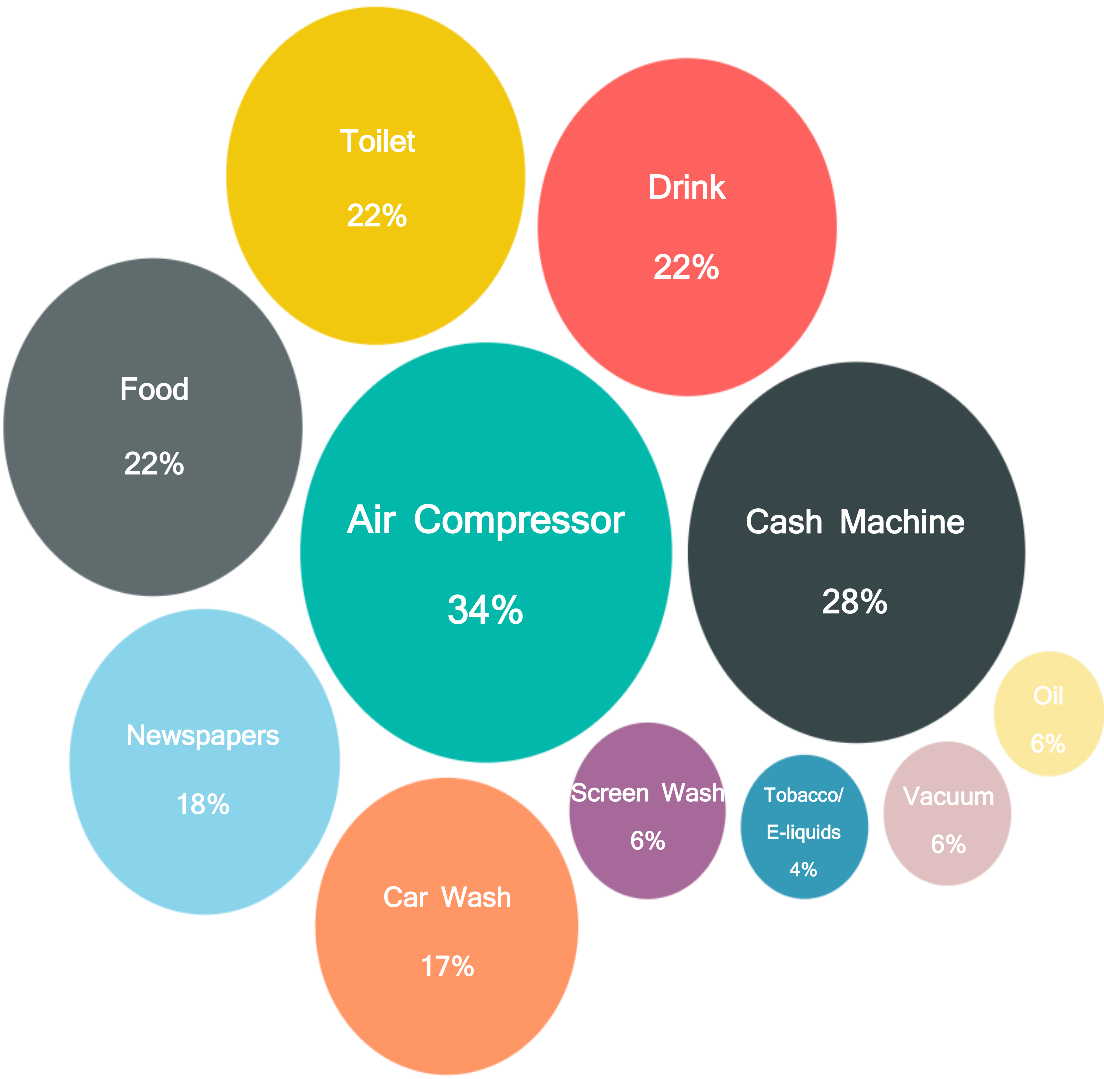
- **14.5%** state the app saves them time queuing
- **9.2%** like that it provides them with loyalty card points
- **23.1%** don’t use the app as they prefer going into the kiosk
- **21.23** don’t use the app because it was too hard to set up
- **20.2%** forget to use the app altogether

Reasons to Visit

As expected, **52%** of users visit forecourts to buy fuel and products, but **48%** of users visit with no intention of buying fuel at all. Petrol forecourts are providing better toilet facilities, food on the go and shop offerings, which is attracting a new type of customer as well as changing existing customer behaviours. **16.3%** only go to forecourts to buy fuel and **73.7%** go for more than just re-fuelling.

Non-Fuel Visit Reasons:





Expert View

Jason Lloyd, Managing Director, PetrolPrices.com

This is the first quarterly Customer Experience Index from PetrolPrices and we hope that there is much more customer insight we can provide to the retail and convenience sector in the future. The intention is to provide a regular snapshot of key customer metrics each quarter, supported by an analysis of a new topic in each report.

In our first index, it provides a series of interesting data points. In terms of footfall, Monday, Friday and Saturday mornings are the busiest times of the week buying fuel, but what's interesting is that Sundays are when drivers appear most likely to buy food and drink compared to other days of the week. Linked to footfall is dwell time, the data indicates that the longer people stay at forecourts or motorways services, the more likely they will buy food and drink, especially at weekends.

One of the most powerful insights coming from the index is that good lighting and cleanliness have direct correlations to customer satisfaction and brand favourability. When a brand's lighting or cleanliness score is higher, so is the overall customer rating of that brand.

PetrolPrices members drive more frequently than the UK average and fill up 42 times a year spending 5 minutes 25 seconds at each forecourt with an average purchase value of £45 including fuel and bought items in the shop.

Older customers prefer to pay in the kiosk to experience human customer service, whereas younger customers and women with families prefer to pay at the pump for speed and convenience.

Payment apps are a relatively new option for customers; 69% had not heard of payment apps. The index reports that 5% of respondents have downloaded one or more payment apps and 1% are using payment apps on a regular basis. It's clear this method is still in early adoption phase, but once customers realise the benefit of combining payment with loyalty it is sure to expand to a large share of price conscious and time poor customers.

Over the last few years retailers have phased out free air and water from forecourts. However the index reports that after buying fuel, getting air and water are the 2nd most important reasons to visit a forecourt for 34% of users. Providing free air and water may enable brands to steal customers from other retailers, especially if provided free on the basis that a purchase has already been made for fuel or products in the shop.

Interested in getting more insight?

Take the next step with insight from PetrolPrices and start getting ahead of your competitors, using a range of industry-specific metrics like customer satisfaction, brand perception & behavioural analysis at individual forecourt level.

To learn more about how insight can work for you, contact the team at PetrolPrices

PetrolPrices has a goal to fundamentally improve the experience of the driver, digitise forecourts and help reveal meaningful insight into an industry that lacks all of those. Achieving true data coverage is made possible by collecting a variety of data points from drivers, petrol retailers, motorway service operators, convenience store owners and brand partners.

PetrolPrices