



# Corrib Oil

## A PDI Case Study



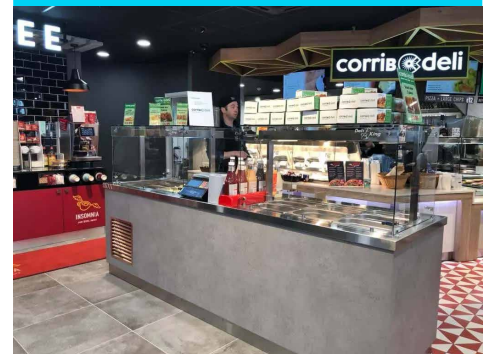
### Executive Overview

HQ: County Mayo, Ireland  
Industry: Convenience and fuel retail  
Size: 21 fuel depots  
33 service stations  
Solution: PDI Loyalty

PDI delivered a full-service loyalty solution that allowed Corrib Oil to better connect with their customers

### Business Challenges

- Increase customer retention
- Understand their customer
- Increase average spend in store
- Build an engaging brand identity
- Increase market share
- Differentiate themselves from competition





Corrib Oil has worked closely with PDI to deliver a comprehensive loyalty programme that their customers truly enjoy.



Corrib Oil found it difficult to understand their customers—to know them personally and be able to communicate with them—because their customers are spread across the countryside and many of their customers are commuters.

## Customer Results



68,913 active members



€16.50 - Average loyalty spend



54.5 - Average amount of loyalty transactions per member per year



We can both reward customer loyalty and gain valuable insights into our customers' behaviour, leading to a deeper understanding of our customer base. These insights have allowed us to make better marketing decisions for our business.

- Corrib Oil