



# Sewell on the go

## A PDI Case Study



### Executive Overview

HQ: Hull, United Kingdom  
Industry: Convenience and fuel retail  
Size: 13 fuel stations and convenience stores  
Solution: PDI Loyalty

PDI has helped Sewell on the go continue to evolve their business, resulting in greater customer uptake and satisfaction rates

### Business Challenges

- Identify and understand customer behavior:
  - how often they visited
  - how much they spent
  - what they bought (and didn't buy)
  - their preferred promotion/offers
  - their preferred communication method
- Reward customers effectively
- Develop deeper customer connections, leading to increased engagement and retention
- Increase overall sales





By realizing the benefits of PDI Loyalty, customer uptake and satisfaction rates have been very high.



Sewell Group has always been interested in new technologies that can help them operate their business more efficiently. Sewell was seeking a customer loyalty solution to improve customer engagement and retention, that could also meet the following business needs:

- Integrate with their existing website and ePOS
- Work seamlessly across all sites, support Sewell's branding, and support a comprehensive customer database
- Ability to continuously evolve, with a technology partner that understands their business



PDI got to fully understand our needs as a business and could clearly demonstrate how their platform could meet those needs.

- Sewell on the go

## Customer Results



8,957 registered customers



€16.50 - Average spend per loyalty transaction per year



12 - Average number of visits per loyalty member per year