

NEC Forecourt Retail Solutions

Transforming Petrol Station Operations

ConNECted  Retail



Today's petrol stations are no longer just a place to refuel. They have evolved into dynamic retail ecosystems that bring together **fuel dispensing, payments, inventory management, and customer engagement**. Customers now expect speed, convenience, and a seamless experience every time they visit.

To stay competitive, forecourt retailers must modernize operations, streamline processes, and deliver better customer service. That's where NEC comes in with **CONNECTED RETAIL**.

NEC's Forecourt Connected Retail Solutions unify everything on one platform—delivering accurate data, real-time insights, and smarter decisions.

1. TARGETED PROMOTION DISPLAY

Thanks to smart digital signage with built-in customer profiling, your station becomes more than a window. It becomes an effective communication tool.

- Increase customer retention
- Enhance customer engagement
- Personalized marketing, based on customer data



2. CUSTOMER PROFILING ANALYTIC

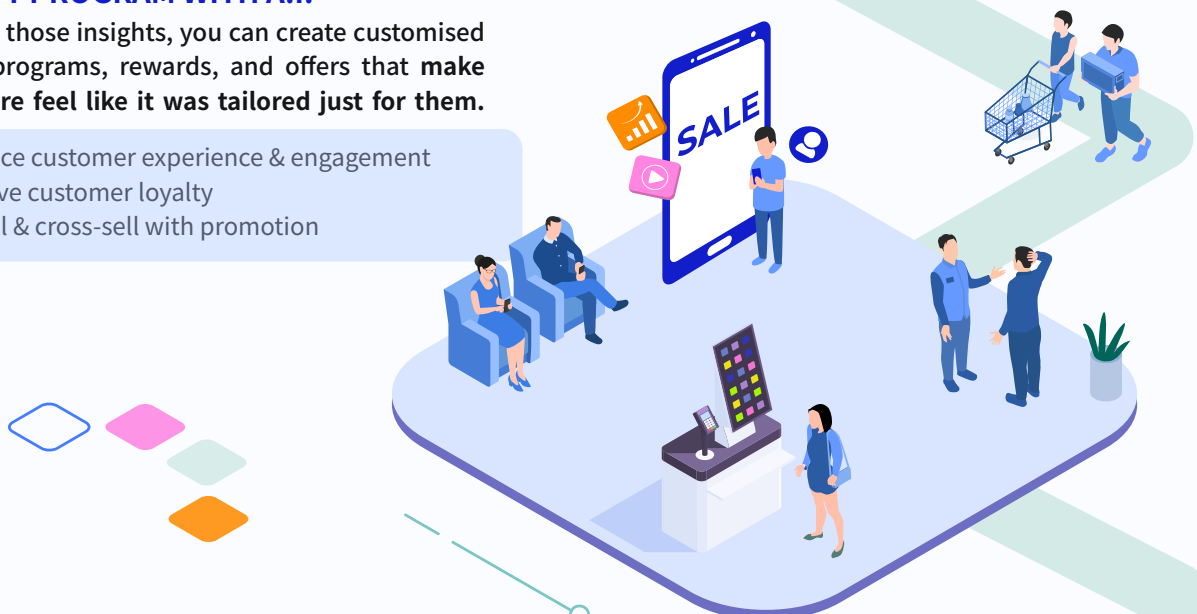
Powered by AI facial recognition, the system identifies the gender and age group of customers visiting the station.

- In-dept understanding of your customers profile for better analytics
- Store heatmaps and customer dwell time analysis
- Increase sales and conversion rates

3. LOYALTY PROGRAM WITH A.I.

Through those insights, you can create customised loyalty programs, rewards, and offers that make your store feel like it was tailored just for them.

- Enhance customer experience & engagement
- Improve customer loyalty
- Up-sell & cross-sell with promotion



4. DIGITAL PRICE LABEL

As customers explore your station's convenience store, they'll notice dynamic price labels that can change in real-time. You can instantly adjust pricings across all your stores to match competitors, flag items on sale, or highlight products running low on stock.

- Improved pricing accuracy with automation
- Enhanced customer experience with interactive features
- Increased operational efficiency



5. INTEGRATED OMNI-CHANNEL POINT-OF-SALES

Enhance your fuel sales and convenience store operations with integrated forecourt solution with centralized management, monitoring and reporting. It provides visibility of your sales performance for fuel products, mart items and stations.

- Streamline operations by integrating sales, inventory and customer data
- Improve inventory management and increase revenue and profitability
- Improve customer satisfaction and retention

6. A.I. DRIVEN ANALYTIC

With the help of our dedicated consultants and A.I., you'll uncover **patterns in customer behaviour**, **measure the success of promotions**, and **forecast sales with pinpoint precision**.

- Enhanced customer experience for loyalty and retention
- Improved marketing effectiveness can lead to better ROI and brand awareness
- Better financial performance with accurate sales and inventory forecasting



7. NETWORK AND SECURITY MANAGED SERVICES

To top it all off, we've got this entire digital infrastructure secured with a **personalised cybersecurity solutions** that protects your data, your customers, and your reputation from ever-evolving threats.

- Meeting regulatory compliance and enhanced data privacy
- Improved business continuity and uninterrupted operations
- Reputation protection and competitive advantage

With all these systems in play, reliable support isn't just helpful,
it's essential.

That's where
NECARE Support comes in

Software Support

**Nationwide
Hardware Support**



**Network Operation
Center**

**Security Operation
Center**

**Our nationwide team is ready 24/7, online and on-site, to keep
your systems running and your peace of mind intact.**

Con**NEC**ted  Retail

ARE YOU READY TO TRANSFORM YOUR CUSTOMER'S FUELING EXPERIENCE?



03-2299 6322



inquiry@nec.com.my



<https://my.nec.com/>



Suite 19.01, Level 19, The Gardens South Tower,
Lingkaran Syed Putra, Mid Valley City,
59200 Kuala Lumpur

