# Case Study: **Z Energy**

Z Energy is New Zealand's largest retail fuel provider with over 200 service stations and 150 truck stops. This sprawling network created complex challenges around the issue of drive-offs, including debt recovery and site safety.

Implementing Auror's Retail Crime Intelligence Platform alongside Automatic Number Plate Recognition (ANPR) technology, Auror was the solution Z Energy needed to better manage on-site incidents, reduce losses and recover debt.

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Outcomes

- ✓ **73%** decrease in net loss through a combination of fewer drive-offs and a higher recovery rate

- ✓ **100%** increase in debt recovery rates

- ✓ **54%** reduction of repeat offenders

- ✓ **3,000+** staff hours a year through automated processes

Drive-offs resulting in increasingly higher losses

Drive-offs were becoming an increasing problem at Z Energy sites, as was the number of recovery of debts and safety-related incidents. All of this resulted in higher loss from crime and a concerning welfare issue for managers and staff.

The easy answer would have been to simply put the fuel pumps on prepay. However, this didn't fit with the company's customer-first philosophy because customers prefer being able to fill up at an open pump and get on with their day.

Previously, Z Energy staff were using a paper-based system supported by spreadsheets to record drive-offs and only getting information to police weeks, or even months, after the incident.

Z Energy Retail Operations Specialist Joe Nock says the inconsistent approach to reporting incidents really hindered the business.

"Our local operators used to have accountability for debt recovery and they all used slightly different methods and processes. This led to very inconsistent customer experiences prior to Auror."

Joe Nock
Retail Operations Specialist at Z Energy

Addressing fuel theft with innovative technology

Visual and audible alert sent to site team in real-time
regarding a vehicle that has previously offended at a Z Energy site

Employee alerted & shuts down pump
stopping Sam Doe from committing further offences

Vehicle enters the site
where ANPR camera picked up said vehicle's number plate

54% reduction in incidents
involving repeat offenders

Sam Doe charged with car theft
in relation to fuel theft drive-off at Z Energy site

Local police receive automatic alerts
when a stolen vehicle enters any Z Energy site

Together with Auror, Z Energy implemented world-leading ANPR technology at every one of their sites. This allows cameras installed on the forecourt to read the number plate of every vehicle that enters the site. In real-time, data is captured and available within the Auror Platform.

This is then matched against a list of vehicles that have previously offended at a Z Energy site. If there's a match, then a visual and audible alert is sent in real-time to inform the site team not to release the pump that the vehicle is attempting to use. This puts Z Energy staff in control and stops incidents before they can occur by giving staff timely intel they can make decisions with, rather than having to make a judgement call. This led to a 54% reduction in incidents involving repeat offenders.

Another benefit of the partnership is that local police are able to receive automatic alerts when a stolen vehicle enters any Z Energy site. At the same time, staff are not given this alert so they don't put themselves in danger.

Reducing loss through automation and providing better customer experiences

There were still cases where customers or staff would make genuine errors, which led to non-payment events. Z Energy was recovering some of this debt, but there was still a lot that was never recovered.

Z Energy implemented Auror's Debt Recovery functionality for a simple solution to a complex and time-consuming problem. This solution allows Z Energy's honest customers to pay their outstanding debt in a frictionless way. This resulted in a 73% decrease in net loss through a combination of fewer drive-offs and a higher recovery rate.

When a customer fails to pay at the pump, Auror's technology matches the details with vehicle registration information. The customer then receives a professional letter in a friendly format informing them that they haven't paid. The notice comes through both mail and email with a secure link to make payment on an easy-to-use online payment portal.

Fully automated debt collection
workflow initiated

Customer receives request for payment
which includes a secure link to a online payment portal

Vehicle commits drive-off
incident reported to Auror. Vehicle added to Vehicle of Interest (VOI) list*

Debt recovered
and improved workflow saves 3,000 hours a year for Z Energy staff
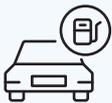
Vehicle enters the site
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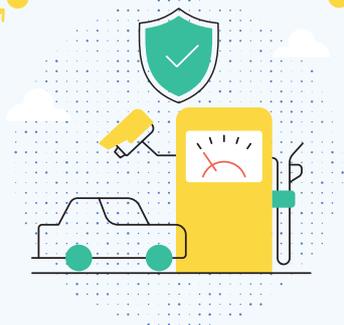
*If all outstanding debts are paid and no other VOI rules apply, then vehicle is removed from VOI list.

> **I knew Auror's debt recovery product was going to improve our bottom line, but I was surprised and delighted that it also reduced call centre volumes, improved customer NPS scores and reduced confrontation and abuse incidents on-site**

Achieving the results they needed and wanted

Z Energy SME Product Manager Jared Morris-Jenkins says this has helped to make it much easier for the company to recover debt. "We've since seen over a 50% reduction in incoming calls from customers querying their debt recovery letters," he says.

For Joe, it was a surprise how effective this debt recovery solution was. "I knew Auror's debt recovery product was going to improve our bottom line, but I was surprised and delighted that it also reduced call centre volumes, improved customer NPS scores and reduced confrontation and abuse incidents on-site," he says.

"Rather than punishing all of our customers for a few bad eggs, we could tackle the people we needed to."

With these groundbreaking solutions, Z Energy was able to produce outstanding outcomes in reducing crime, creating safer stores for employees and customers and saving their bottom line. Not only did they see a 73% decrease in net loss thanks to an increase in debt recovery rates combined with fewer drive-offs, but they also experienced a massive 54% reduction in repeat offenders.