

Customer Success Story



Circle K, with 15,000 forecourt sites in 29 countries, have huge amounts of footfall but low average basket value.

With Intouch.com's solution, built upon Microsoft Azure, Circle K Ireland are now able to target consumers in store to increase relevance and sales.

- 27 Store locations (Initial roll-out)
- Deal value = €257,580
- Secured 30th January 2019
- Forecourt Retail, EMEA

Win Results

The Intouch solution has been driving sales for Circle K. There was a 39% sales uplift on promoted products over the period in-store. Some items were as high as 62.1%.

Intouch advertised and drove engagement to the Circle K in-store experiences. There was an increase in Fuel Card acquisitions (+120%), Loyalty registrations (+33%) and feedbacks received (+487%).

Due to the success of this process, Circle K introduced a dedicated IoT network in order to support the real time on-prem processing of Intouch PinPoint with Microsoft Edge,