The Mobile App Solutions

Fleet drivers today are using outdated, hardware-based devices to pay for fuel. As a result, fuel retailers have no tangible insights into who is fueling — causing them to miss valuable opportunities to instantly communicate with fleet drivers on a personal level. Fuel cards and other hardware solutions have associated operational costs and can easily be used for committing fuel fraud and fuel deceit.

The Solution:

Picafuel Mobile Solutions is a complete module that provides drivers with several functionalities to improve the customer experience at the fuel station. With easy set up and no station installations necessary, drivers are empowered to easily fuel up, shop, pay and more.

By providing on-demand service, you not only ensure the customer journey flows smoothly by giving customers the personalized experiences they crave, but you'll also gain priceless data your business can leverage.
It's a win-win for everyone.

Mobile Refueling

Ensures simple and secured refueling, while avoiding the need for any hardware and station installations.

Digital Marketing

Connects marketing teams with customers. Includes personal and targeted campaign management, user segmentation, A/B tests and more.
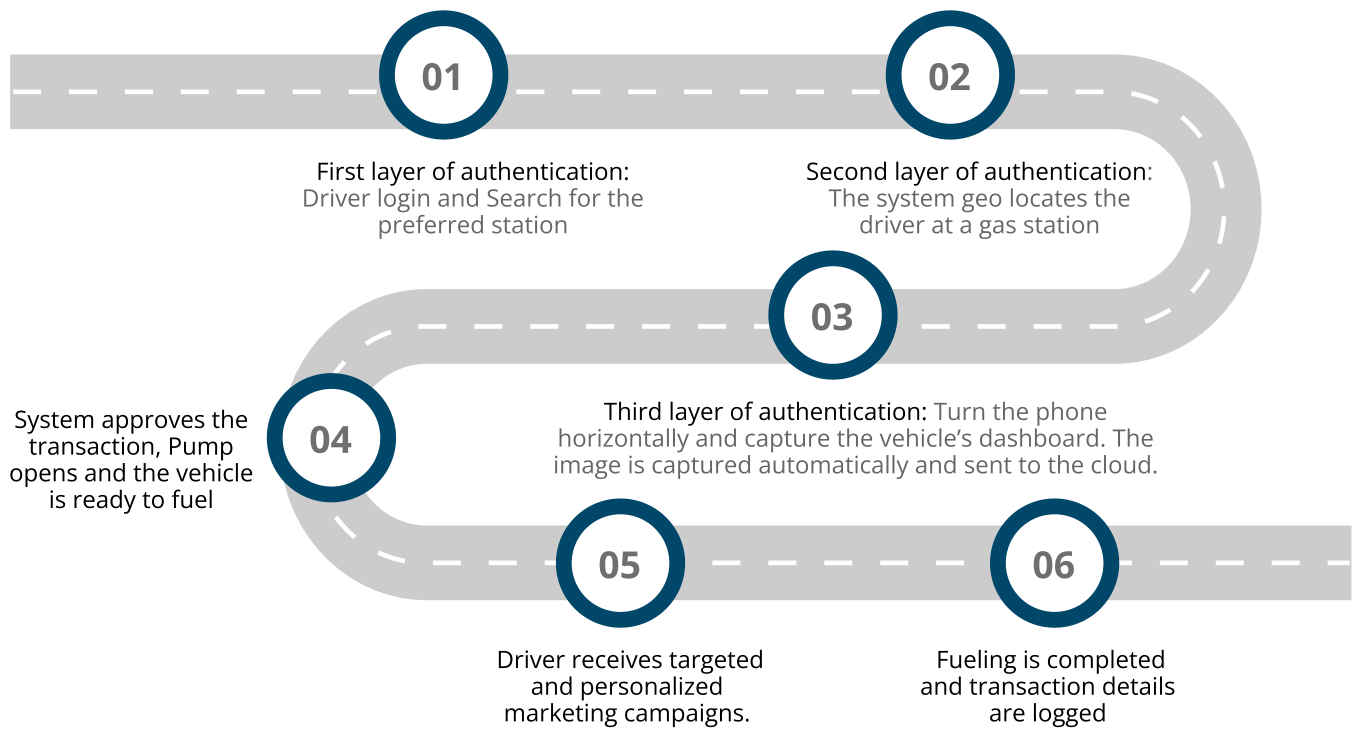
Loyalty Program Management

Allows drivers to collect and redeem loyalty benefits at the shop and fuel station. Easily manage rules and integrate existing programs.

Customer support

Assist customers with an in-app support module to provide answers in real time.

How It Works:

01
First layer of authentication:
Driver login and Search for the preferred station

02
Second layer of authentication:
The system geo locates the driver at a gas station

03
Third layer of authentication: Turn the phone horizontally and capture the vehicle's dashboard. The image is captured automatically and sent to the cloud.

04
System approves the transaction, Pump opens and the vehicle is ready to fuel

05
Driver receives targeted and personalized marketing campaigns.

06
Fueling is completed and transaction details are logged

Advantages:

- **Prevent Fraud -** Guaranteed 3 layer authentication process and advanced analytical tools

- **Enhanced Marketing & Loyalty -** Increase sales and customer loyalty by generating hyper-targeted and personalized marketing offers.

- **Behavioral Analytics-** Understand your customers behavior and leverage valuable insights to make highly effective, data-backed decisions.

- **Seamless Integration -** Quick set up with no infrastructure changes.

- **Reduce Operational Costs -** Eliminate costs associated with handling fuel card/ hardware devices.

About us:

Picafuel was launched in 2017 by global experts to revolutionize the fuel retail world. By digitizing the entire retail fueling experience and putting the customer front and center, businesses are empowered to reduce operational costs while improving customer loyalty. With advanced AI and unique computer vision technology, Picafuel enhances and automates complex business processes, generates data insights to improve customer retention, reduces fraud and creates new revenue streams to support business growth. To learn more, visit **www.picafuel.com**