



# Transforming Convenience Stores With Connected Experiences

## C-Store Transformation Is Under Way

The convenience store market, especially the fuel retailing sub-sector, is facing disruption. New trends and entrants are redefining both customer convenience and operating models.

To meet these challenges, the modern C-store must evolve to offer innovative digital solutions and experiences – powered by robust connectivity and network security.



Even with improving technologies, the minimum EV charging time can require a stop with longer times than gassing up.

## Factors Driving Change at the C-Store



### Frictionless convenience

The desire for low-friction, innovative customer experiences and competition from same day home delivery is changing service models and expanding the number of digital touchpoints.



### EV transition

The extended stop-and-charge time for electric vehicles can transform the C-store experience.

## Elements of the C-Store Evolution

New competition and recent trends are changing the definition of convenience. C-stores will need advanced technologies and connectivity to stay competitive.



### Same-day home delivery services

are redefining the nature of convenience.



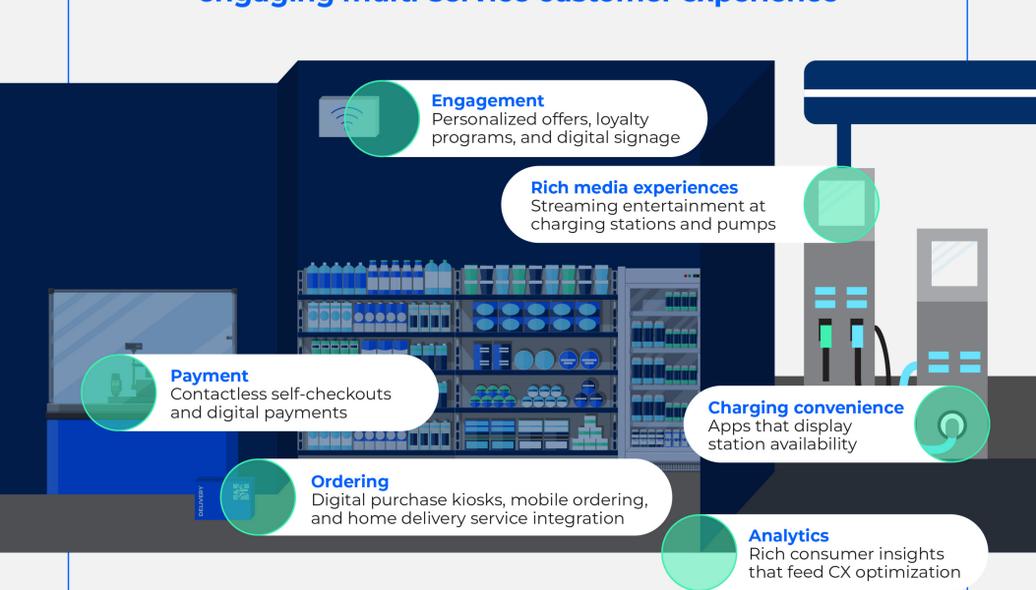
**C-stores need to reshape themselves** into engaging multi-service environments to capture extended-stop customers.



**37% of consumers** consider a consistent and seamless cross-channel customer experience an essential factor in their purchase decisions.\*

\*Source: IDC'S GLOBAL RETAIL OPERATING MODELS SURVEY, 2022

## Transforming the C-Store to create an engaging multi-service customer experience



### Solutions to enable CX:



#### Bandwidth

High-speed Ethernet enables reliable connectivity for new customer-facing experiences.



#### WiFi

Business WiFi to power expanding digital touchpoints like touchless checkout, kiosks, or cloud POS systems.



#### Managed network solutions

Managed broadband, WiFi, network, and security solutions facilitate scalability and tech standardization.

## Tech-Powered Efficiency

Consumer desire for connected experiences and the need for operational efficiencies are changing the game. Across the store and behind the counter, C-stores will need to innovate.

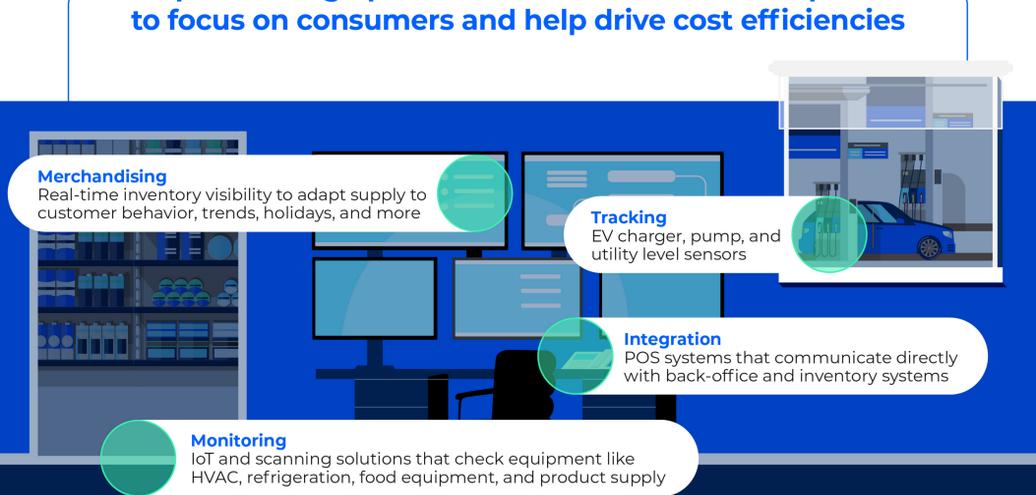


Digital interactions and operations **enable fast, convenient transactions at C-stores.**



**Automation helps cost management** through digitized ordering, inventory management, payments, staff scheduling, and more.

## Implementing operational solutions that free staff to focus on consumers and help drive cost efficiencies



### Solutions to empower operational efficiency:



#### SD-WAN

Centralized, integrated management of network functions allows for effortless control over multiple locations or franchises.



#### Managed services

Third-party managed solutions like connectivity, WiFi, and security simplify IT management and free up resources.



#### IoT applications

Remote monitoring, equipment management, and back office operational efficiencies are enabled through automation and modern connectivity.



#### LoRaWAN

Traveling long distances and penetrating walls and objects, LoRaWAN transmits data and provides simultaneous IoT device firmware updates, with less demand on WiFi networks.

## Cybersecurity for Growing Risks

With the proliferation of digital touchpoints comes the potential for greater cybersecurity risks. C-stores will need flexible security solutions that help protect network data.

## Deploying security solutions to help maintain future-ready cybersecurity



### Solutions to facilitate security:



#### SD-WAN + SASE

Networking and security under a secure access service edge (SASE) framework creates a comprehensive approach.



#### IPsec VPN

Extra layers of encryption help protect traffic and keep data secure.



#### Trusted vendor solutions

Consolidate multiple-point solutions for efficient management.



#### Managed security

Managed router and firewall, Unified Threat Management, and DDoS detection help shield against a rapidly changing slate of cyber threats and ease the burden on security and IT teams.

At Comcast Business, we are partnering with convenience store retailers to drive an evolution of what convenience stores can be through our unique combination of technology capabilities.

[Learn more](#)