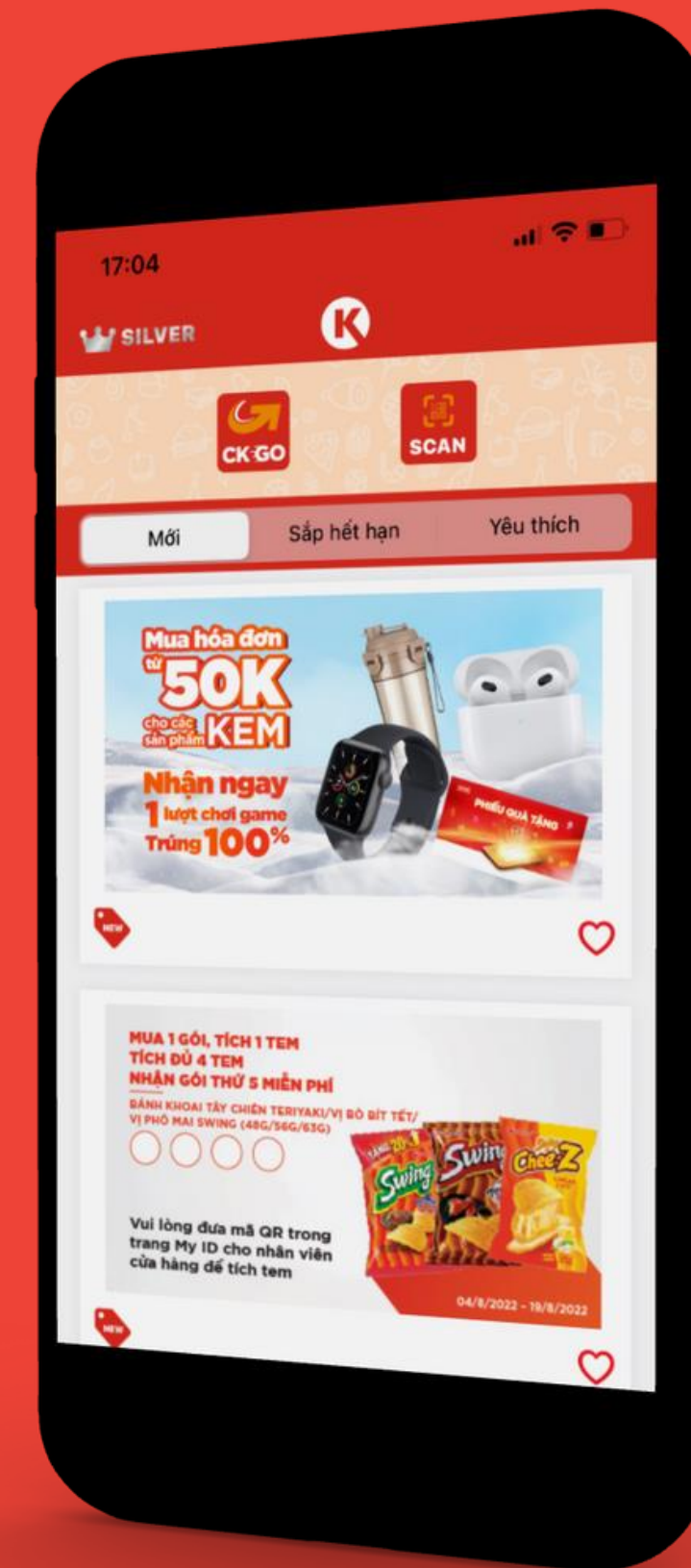**CIRCLE K**

BUSM4294
CLIENT DELIVERABLE

s3818334 - Bui Thu Huong
s3818773 - Hoang Nguyen Gia Bao
s3794831 - Luong Nguyen Thien Phuong
s3871124 - Luu Vi Quan
s3864005 - Thai Bao Son

Get started   Let's Go

Lecturer: Dr. Nguyen Tran Phi Yen

ABOUT

CIRCLE K ™

Established in 1951 & entered in Vietnam market in 2008

- Leading convenience store player in Vietnam, accounting for 48% of brand share (Euromonitor 2022)
- Having approximately 400 stores located across key cities in Vietnam and 4000 employees (both office staff and store staff) (Circle K n.d)

Best seller products & services

Innovation Initiatives

CK CLUB

Circle K's brand-owned loyalty mobile app - CK Club

Initially launched in Vietnam on October 2021

About Our Project

The project is aimed to assist Circle K tackle existing problems in customer in-store purchasing journey. Our proposed solutions are of great benefit for Circle K within three key pillars:

Revamp and elaborate Circle K's digital innovation initiatives – CK Club app

Enhance a seamless online-to-offline shopping experience with personalized offerings and communication

Opportunity for data collection and customer tracking, allowing better business decision-making and future strategies

TARGET AUDIENCE

- 18-30 years old
- Urban & sub-urban location
- College students & first-jobbers

Online more than 3 hours per day on social media. Actively sharing daily stories for their network

Demonstrate interest with user-generated content on popular social media platforms

Familiar with technology, regular use of online platforms for quicker payment

Changing from offline experience to online experience using digital apps with a really blur border

Regularly make e-commerce/online purchase

Characteristics & Behaviors

Psychology

- Hectic life: less patient → Craving for convenience (Forbes 2020)
- Personal identity is the most crucial priority
- Usually being affected by surrounding people's lifestyles and word of mouth, also being influenced by online reviews
- Shopping engine is strongly driven by promotion

Pain points

- Only aware of the promotions when cashiers notify at the check out area→ have to give up long queue to grab the discounted product
- Long wait times to finish payment and check out process
- Have the purchasing intention of a specific product but unaware whether it's available in-store or not
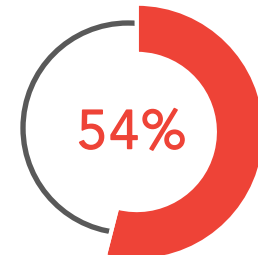
MARKET TRENDS

01. CVS AS A SOCIAL HUB

Customers are increasingly opt for eat-in areas in CVS to hang out with friends, since it is more reasonably-priced relative to café' or restaurants (Euromonitor 2022)

46%
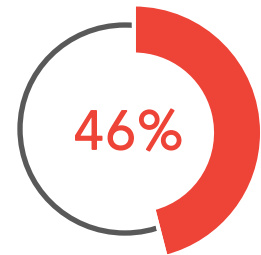
Utilize eat-in space for food consumption

54%

Hang out with their friends or be on the phone at eat-in areas

Q&Me (2018)
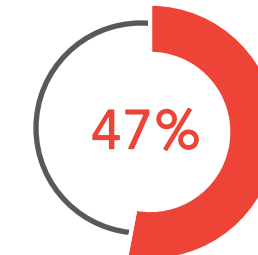
CVS Strategic Approach

Revamp and expand dine-in areas in CVS

Introduce more new hot meals and branded food

02. DIGITALIZE LOYALTY & REWARDS SYSTEMS

As there is presently limited product differentiation among different CVS chains, loyalty programs are considered the main ROI accelerator for CVS players

47%

Customers switch to competitors' services if they suffer poor customer service

80%
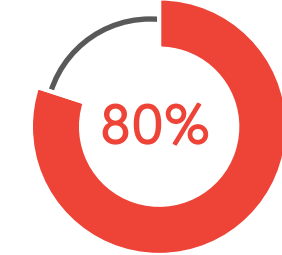
Loyal customers conduct brand recommendation to family and friends

(Mobiquity n.d)

CVS Strategic Approach

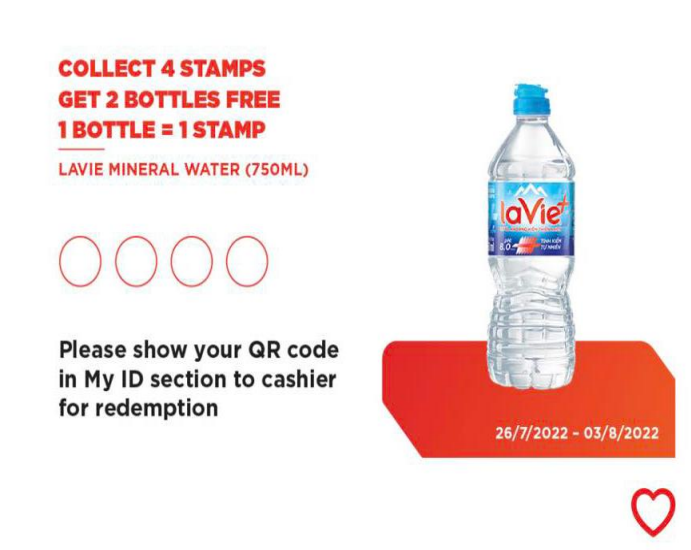CVS focus on building in-house loyalty program app

↑ Personalized rewards

↑ Ease of membership

↑ Simplicity & Easy-to-use

INNOVATION OPPORTUNITY – DIGITALIZE REWARDS SYSTEM
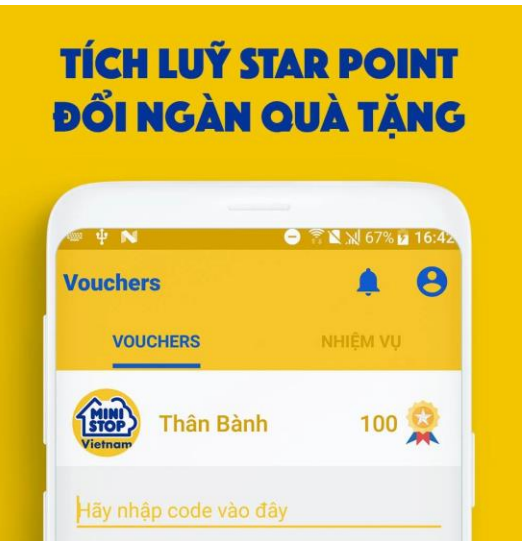
Rewards Accumulation

👍 **Pros:** Rewards can be used as discount on next bill

👎 **Cons:** Customers tend to forget to redeem rewards, decreasing user active rate on loyalty apps

Stamp Accumulation

👍 **Pros:** Enhance the urgency as customers are motivated to return to CK to gain free gifts -> accelerate customer loyalty

👎 **Cons:** Only work for famous and hero products of CK, as new and niche products stamp accumulation offer are not attractive enough

Circle K Strategy

Increase frequency and in-store visits

Increase average active users on CK Club app and minimize risk of expired rewards

=> Focus on driving traffic to offline stores and expand its loyal customer base

Customer Problems

Problem 1

"I only found out that my favorite product is not in-stock after coming a long way to CK store"

Problem 2

"I am only aware of ongoing promotions from cashiers at the checkout area, making me feel reluctant to give up the long waiting queue to collect the free product on shelves"

Problem 3

"The check-out process takes too much time especially during peaked hours like after school or lunch time"
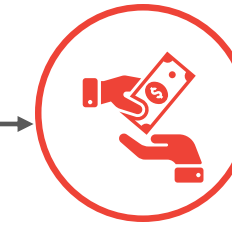
Make a visit to Circle K store → Add to cart → Conduct payment in check-out areas → Apply exclusive deals and promos → Scan QR code for loyalty program

How Might We

"*How might we facilitate a stress-free customer experience for Gen Z & Millennials so that it will accelerate a convenient journey into and out of the store?*"

Hypothesis

We believe that our target audience (shoppers from 18-30 years old) will find it more convenient and reassured if they can check the availability of a specific product and see which Circle K stores have that item in stock in advance.

We believe that our target audience (shoppers from 18-30 years old) will become further responsive to promotional campaigns if Circle K communicates those campaigns more directly to them and let them know whether the promotion is relevant with their needs at the moment or not.

We believe that our target audience (shoppers from 18-30 years old) will find the checkout process more time-saving if they can order ahead and pick up on the go.

TEAM MEMBERS

Thai Bao Son –
s3864005
Marketing Lead
Son demonstrates a wide range of knowledge and experience in marketing, which has been efficiently translated into our market know-how foundation and go-to-market strategy.

Luong Nguyen Thien Phuong –
s3794831
Testing Lead
Given past working experience associated with clear understanding of the project objectives, Phuong has managed to propose strategic testing approach that is not only feasible for the project scale but also excellently meet client's requirements.

Bui Thu Huong - s3818334
Project Manager
Acquiring great project management and leadership skills, Huong has truly understood the current business landscape of Circle K and its long-term strategy, and from that to develop a comprehensive execution plan to drive the project forward.

Hoang Nguyen Gia Bao –
s3818773
Strategy Lead
According to the major in Eco Finance and experimenting in a corporate environment, Bao can conduct in-depth market research and take a quantitative approach to test hypothesis
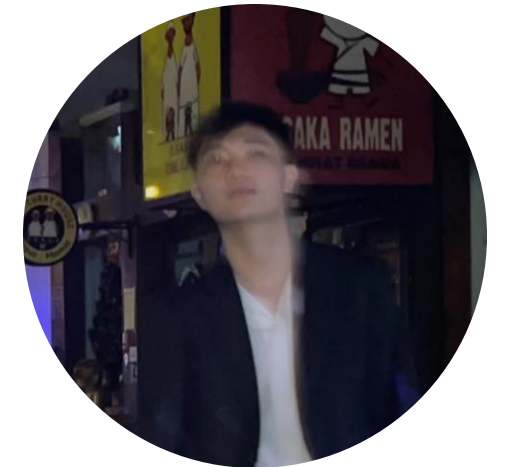
Luu Vi Quan – s3871124
Design Lead
With a strong background in marketing and UI/UX design, Quan has greatly delivered our expected user journey for CK Club app, as well as visualize our vision into user-friendly and practical app prototypes.

TEST CARDS

We believe that

We believe that our target audience (shoppers from 18-30 years old) will find it more convenient and reassured if they can check the availability of a specific product and see which Circle K stores have that item in stock.

To verify that we will

- Conduct interview for 30 participants to measure the likelihood they will use the feature
- Create UI/UX prototypes demonstrating the features and collect feedbacks on 30 audiences

And measure

The feedback of the answers on this feature and the interaction rates of the MVP

We are right if

80% of the interviewees are satisfied and willing to try the product availability tracker

---

We believe that

We believe that our target audience (shoppers from 18-30 years old) will become further responsive to promotional campaigns if Circle K communicates those campaigns more directly to them and let them know whether the promotion is relevant with their needs at the moment or not.

To verify that we will

- Conduct A/B testing with 02 different promotion schemes, key messages and KV on 30 respondents
- Conduct interview for 30 participants regarding top 03 touchpoints of promotion schemes they easily come across

And measure

The comparison of interaction rate of the two versions, the top promotion touchpoints answered by recipients, and the interaction rate of each touchpoints

We are right if

More interactions is recorded on the new promotion scheme. The new promotion scheme results in higher conversion rate

---

We believe that

We believe that our target audience (shoppers from 18-30 years old) will find the checkout process shortened if they could order ahead and pick up on the go

To verify that we will

- Conduct interview for 30 participants to ask if they are willing to pre-order ahead
- Create UI/UX prototypes demonstrating the features and collect feedbacks on 30 audiences

And measure

The average time users will spend waiting in the check out area before and after MVP

We are right if

80% of respondents agree to pre-order their food in CK Club app prior to their store visits

RESEARCH STRATEGY

	Source of data	Type of data	Data collection method	Sample Size
Test 1: Product availability tracker	Primary & Secondary	Quantitative & Qualitative	Online survey, interview, market reports, articles	**Online survey:** 107 respondents **Interview:** 30 participants
Test 2: Personalized promo display	Primary & Secondary	Quantitative & Qualitative	A/B testing, interview, market reports, articles	**A/B testing:** 100 users **Interview:** 30 participants
Test 3: Pre-order & Pick-up	Primary & Secondary	Quantitative & Qualitative	Online survey, interview, market reports, articles	**Online survey:** 107 respondents **Interview:** 30 participants

SCOPE OF THE PROJECT

OUT OF SCOPE

API Integration in CK Club & UAT Testing

Publish the finished app to the app store

IN SCOPE

Design a lucrative promo scheme and personalized promo display

Create UI/UX prototypes of proposed solutions for CK Club

Test hypothesis (product availability tracker, display promos, pre-order functions) and customer segments

Build payment gateway in CK Club

IMC plan for launching Pre-order & Pick up feature

=> Require extra effort, time, as well as financial and human resources, which can highly affect the project timeline and deliverables
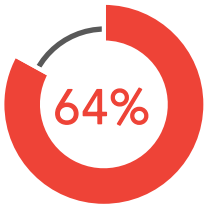
HYPOTHESIS 1 – Product Availability Tracker

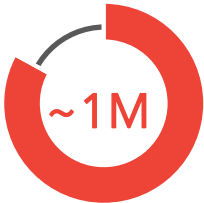## LEARNING CARD

We observe that

Primary Research
- 54% indicate that Circle K frequently runs out of products that customers want.
- 91% of respondents want to check the availability of their intended-to-buy products prior to store visits

Secondary Research

64%

Actively **search product availability** before in-store purchases

~1M

Customers use **their phone to enhance in-store** shopping experience

↑↑
27%
↓↓

consumers in 2021 in for merchants which have delivery app, real-time inventory & digital profiles

(PYMNTS 2022)

From that we learned

Circle K's TA have experienced wanted products being sold out frequently and tended to switch to other CVS accordingly. Respondents have showed high interest in the new feature to track products in advance.
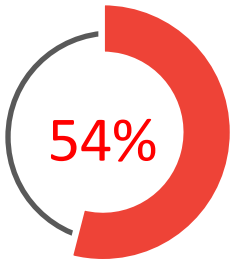
Therefore we will:

Focus on developing CK Club app real-time product availability tracker so that our TA can have a convenient and pleasant shopping experience at Circle K.

Primary Research (n=107)

Type of survey

Online survey & Open-ended response

54%
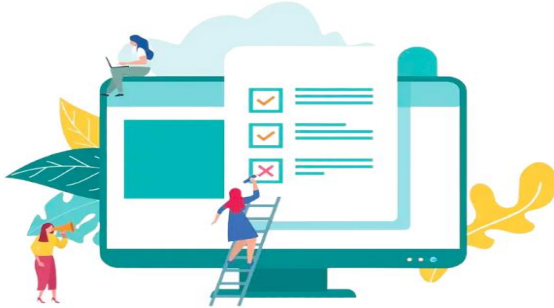
Products out of stock

91%
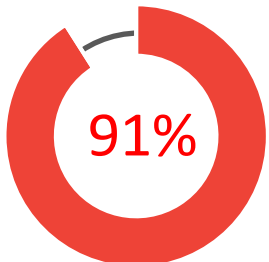
Interested in the product availability tracker

Where we got our data

How many times have you visited the Circle K store in the past month?
110 responses

- None
- 1-2 times
- 3-5 times
- More than 5 times

36.4%
37.3%
22.7%
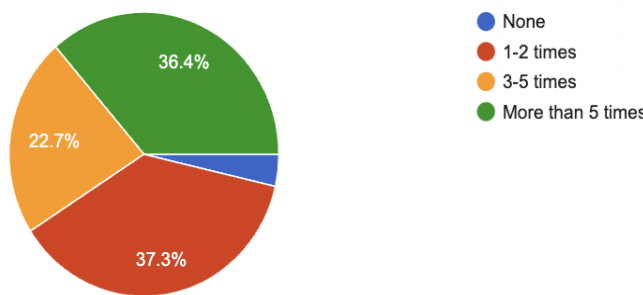
What products or items do you often buy at Circle K?
107 responses

- Drinks & Beverages
- Instant foods
- Personal care
- Foods/Snacks
- Drinks, snacks, ice cream
- cigarette

32.7%
14%
45.8%

RECOMMENDATION 1

Product display is categorized, filtered, and easy-to-search

Receive a pop-up noti recommending to other CK stores in case your chosen product is out-of-stock
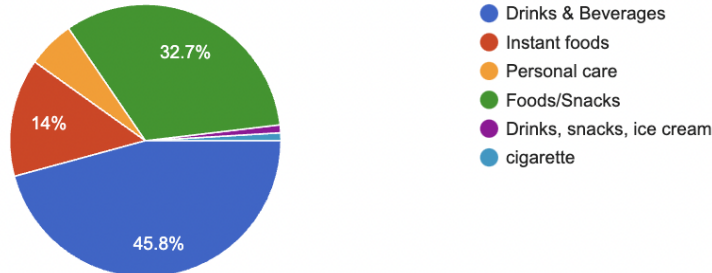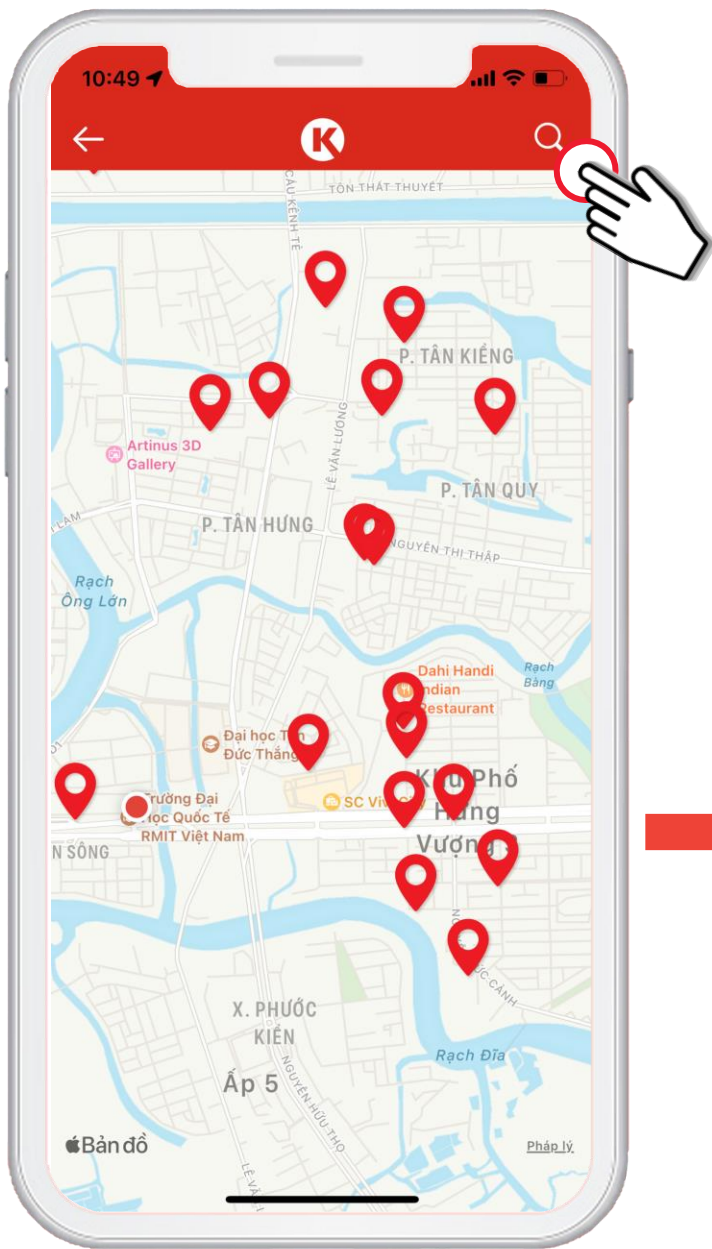
View CK stores near you on the map
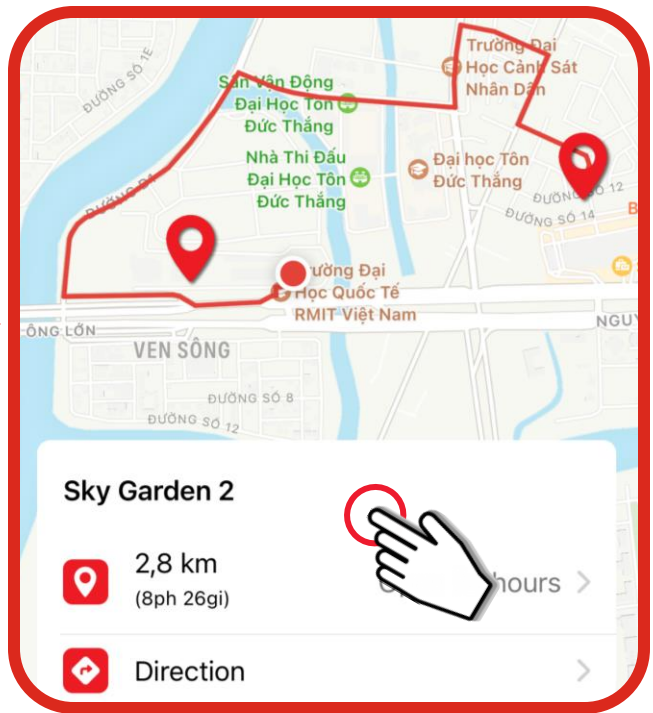
Click on your chosen CK store

View real-time product availability
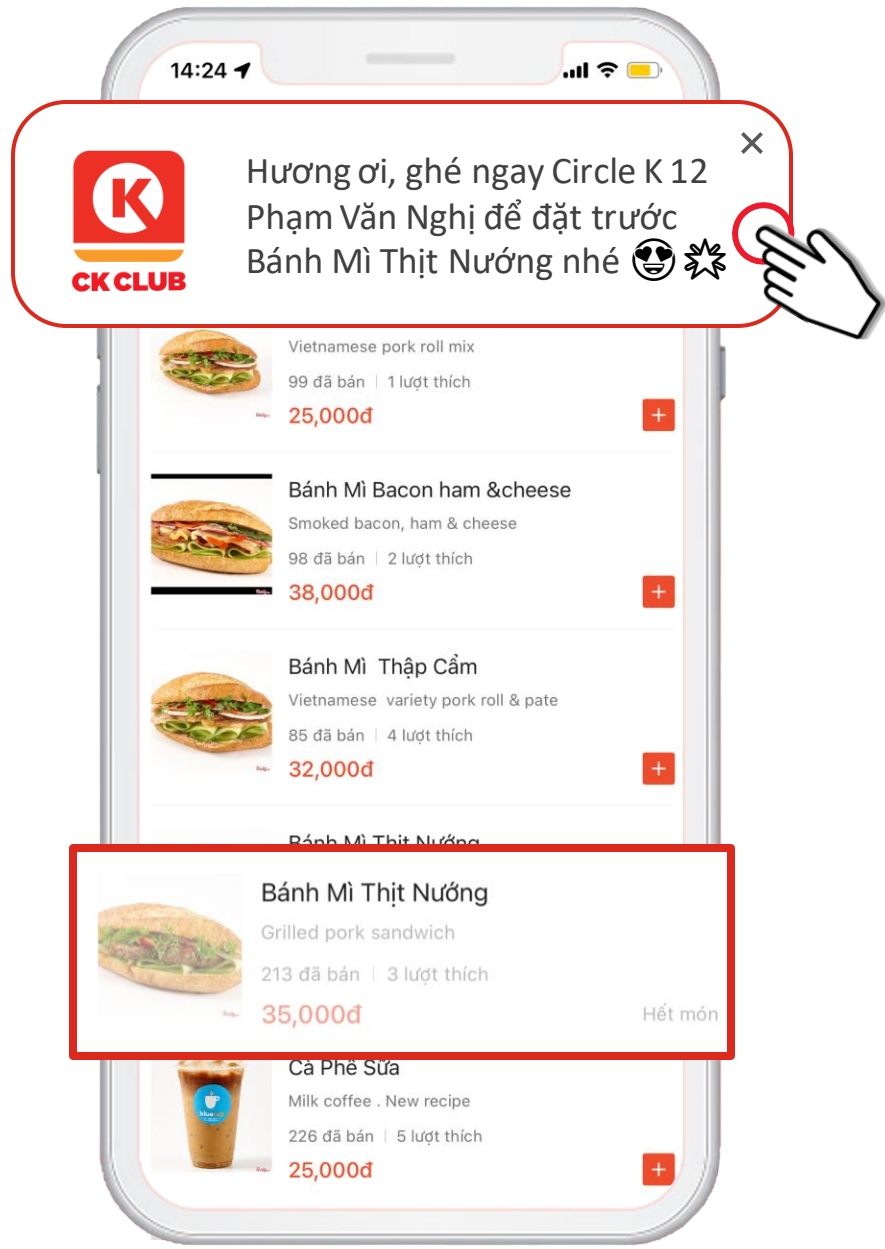
HYPOTHESIS 2 – Personalized Promo Display

LEARNING CARD

We observe that

The majority of our target audience dislikes the promotion since it is not pertinent and customized (wrong interested product)

Current promotion display is not received positive sentiment in AppStore's review (Appendix 1)

79%

83%
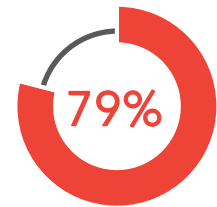
Buyers only use promotion if it is customized to their prior encounters (Marketo)
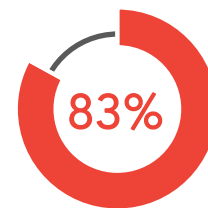
GenZ shoppers would share customized offers with friends (SheerID 2022)

From that we learned

Personalized promotion is crucial as it proves that CK know how and when interact with their customers, enhancing customer experience, gain an advantage in terms of brand loyalty and customer satisfaction while boosting the revenue.

Therefore we will:

Develop customized promotions and notifications for CK app to effectively catch our TA's attention then generate an order

A/B TESTING ON: Promotion Scheme, Ways of Display, KV

Q: Do you prefer a message that includes your name + your exclusive deal or a promotion scheme + CTA?

Offer A

CK CLUB — Hương ơi bạn được tặng ly cà phê sữa nè, đừng quên ghé CK lấy nhé 😎💥
LẤY NGAY

Offer B

CK CLUB — CK bao 80% cho team chưa kịp pha cà phê sáng nay, đến CK liền nào bạn ơi😎💥
LẤY NGAY

Offer A
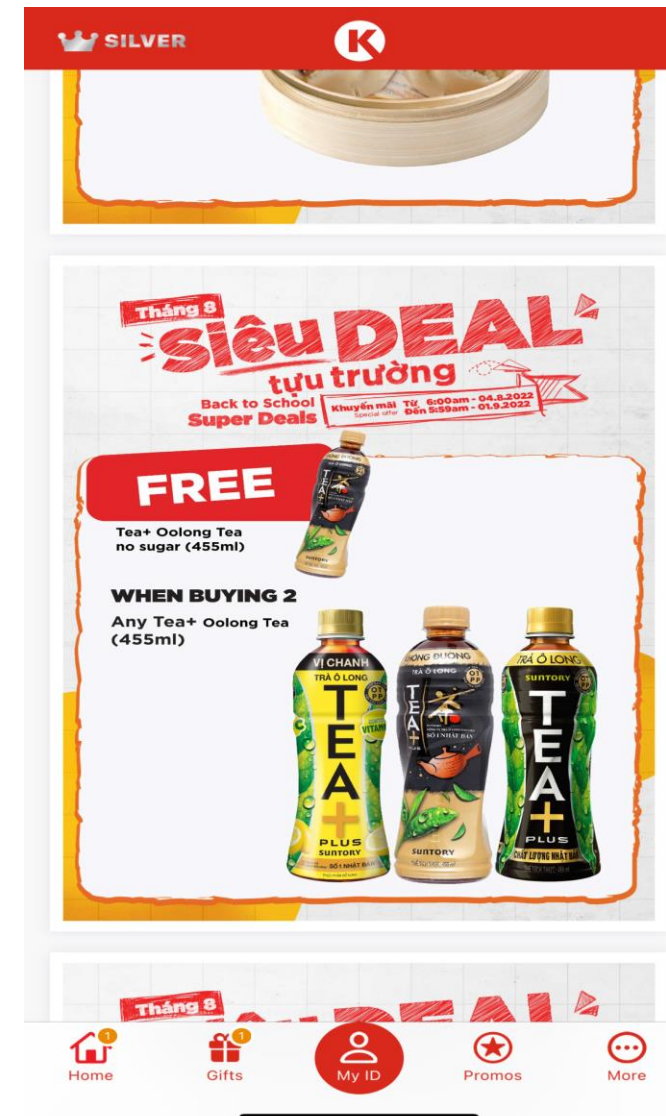
Offer B
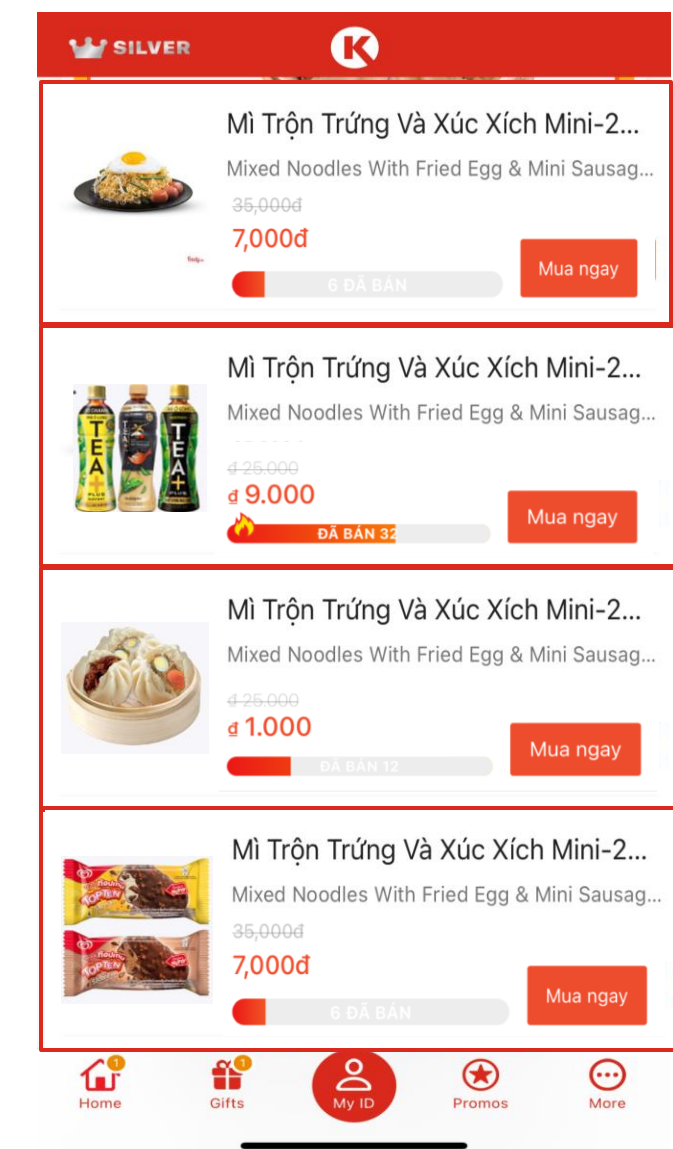
RECOMMENDATION 2

Brands can give **better, more relevant content** to customers with customized promotion.
→ Customers can **buy more conveniently** when they receive tailored customer service.

Objectives

Adapting relevant and engaging material to the preferences and needs of TA creates an experience and positive feeling
→ Both of which are predicted to drive sales.

Recommendation

A/B Testing on "Back-to-school"
Promotion: special deals & pop-up notification

- Revamp ways to notify and special deals for "Back to School" from Sep to Oct
- Shoot personalized notifications at after school hour (12PM & 5PM) so students can claim coupons and go to CK to pick up the exclusive offer
- Launch special combo "BFF back to school" milk tea, coffee, breakfast for a group of friends at a special price

Suggestion

Step to make personalized promotion:

- Gather information on clicks, time spent browsing, abandoned shopping carts, and past purchases
- Collect information, developing analytical abilities, and developing systems that are adaptable
→ Make one-time-use vouchers that can only be used by customers who meet specific criteria.

Special Combo "BFF Back to school" milk tea, coffee, breakfast for a group of friends at a discounted price

Layout list of combo deals of milk tea, coffee, instant noodles, breakfast

Combo "BFF"

Mua 1 Tặng 1 - Instant Milktea
Mua 1 Best Seller Tặng 1 Instant Milktea
63 đã bán | 1 lượt thích
81,000đ **58,000đ**
+

Combo 4 ly size L + Topping
Chọn 4 ly trà sữa + 4 topping tương ứng
3 đã bán
252,000đ **199,000đ**
+

Combo no nê

Combo 1: Bánh Mì + Cà Phê
Tuyệt vời cho bữa ăn nhanh: Bánh mì t... Xem thêm
3 đã bán
39,000đ
+

Combo 3: Bánh Mì + Ly Coca/ Pepsi Si...
Tuyệt vời cho bữa ăn nhanh gọn. Bao... Xem thêm
1 đã bán
29,000đ
+

Biết Hương thèm trà sữa nên Circle K dành riêng deal hời này cho Hương nè, đừng quên ghé CK lấy nhé 😍🎉

LẤY NGAY

Personalized notifications for only qualified TA

- List out criterias that customers are eligible to receive a personalized offer

- Only qualified customers will get a special offer with their name and CTA "Redeem now"

- Shoot personalized notifications at after school hour (12PM & 5PM) so students can claim coupons and go to CK to pick up the exclusive offer

HYPOTHESIS 3: Pre-Order & Pick-Up

LEARNING CARD

We observe that

Primary Research

- 50% customer using online payment
- 32% customers interested in Circle K's promotions/discounts when using online payment

Secondary Research

41%

C-store customers demands an order-ahead option, especially young customers (Datassential 2021)

106.9%

US click and collect increased by 106.9% post-pandemic, at $72.46billions (Business Insider 2021)

From that we learned

Circle K marketing should focus on mobile app's promotions/discount contents to encourage Student/staff who mostly use Online Payment and interested in promotions.

Therefore we will

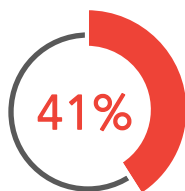Run marketing campaign content "Grab and go with Circle K" services to attract customers using services frequency on apps. Besides, releasing promotions/discounts on Circle K mobile app on break's time frames to attract TA using the app.

Primary Research (n=107)

50%

Use online payment

32%
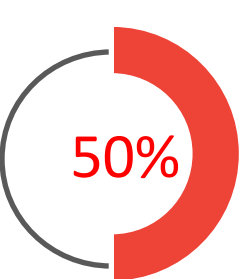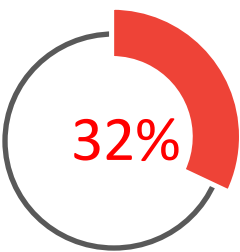
Interested in Circle's promos/discounts

Secondary Research

What is your preferred payment method?
108 responses

Copy

- Cash
- Credit/Debit card payment (Visa, Mastercard)
- E-Wallet (Momo, Shopeepay, ZaloPay, VNPAY)
- Mobile Payment
- Card Payment

46.3%
14.8%
35.2%

Do you know about Grab-and-go meals service? What do you think about Circle K always had the meal you ordered, ready for you to pick up?
110 responses

Copy

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

31.8%
57.3%

US Click-and-Collect Sales, 2019-2024
billions, % change, and % of total ecommerce

$35.02 · $72.46 · $83.47 · $100.99 · $120.15 · $140.96

106.9%
58.0% · 15.2% · 21.0% · 19.0% · 17.3%
5.8% · 9.1% · 9.9% · 10.6% · 11.2% · 11.7%

2019 · 2020 · 2021 · 2022 · 2023 · 2024

- Click-and-collect sales
- % change
- % of total ecommerce

Most Popular Click-and-Collect Retailers

Retailer	%
WALMART	79%
BEST BUY	52%
TARGET	49%
KOHL'S	31%
HOME DEPOT	23%
SEARS	22%
BARNES AND NOBLE	16%
BED BATH & BEYOND	13%
APPLE	11%
MACY'S	10%

RECOMMENDATION 3

Integrated Marketing Communication Plan
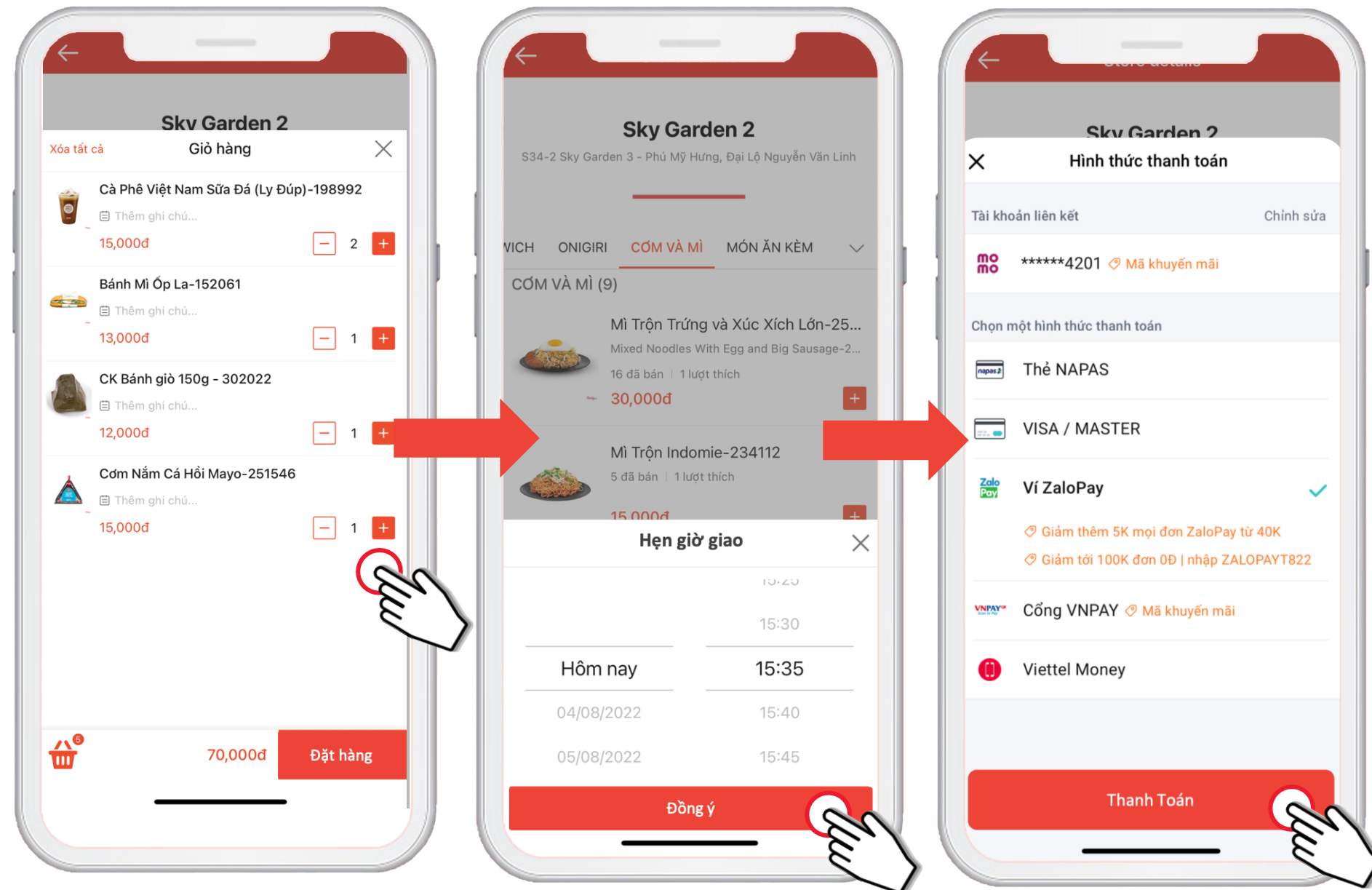
Add to cart

Chose the pick up time

Conduct online transactions

Big Idea

"One-step pick up, order ahead"

Office staff and students are diligent and hardworking individuals who follow a routine of completing tasks, assignments,..

Campaign Key Message

Understanding that our T.A prefer **a fast and quick** shopping experience at Circle K to fit into their tight schedules. Therefore, we aim to make their visit **as convenient as possible.**

Promotion/Discounts

- Download CK Club and receive 20% off your first Pre-Order transaction!
- TGIF! Order ahead at CK Club to get 20% off (Every Friday from 6am – 6.pm)

Channel

USER JOURNEY

Check the product availability at the nearest CK store

Receive exclusive offers and personalized promos

CIRCLE K
Offline purchase in stores

CK CLUB
Order-ahead in app

Add to cart

Scan QR code for loyalty program

Conduct payment at the check out area

Add to cart

Set the time to pick up

Conduct online transaction

Scan QR code and pick up orders in CK store

Data Analysis
customer history purchase, profile, real-time location,...

Discounts & Promotions

Data mapping of orders & user ID (QR code)

CK CLUB

Product Availability Tracker

Personalized Promos Display

Pre-order & Pick-up

Existing CK Club Feature

User Flow

Data Flow

LONG-TERM STRATEGY

	Business Strategy	Marketing Strategy
5 years	Aim for a seamless **online-to-offline** customer experience driven from the combination of **(1) digitalized physical store** design, **(2) integrated super app**, and **(3) unified customer database**. Enhance our customer acquisition by implementing **data-driven** personalized strategy.	Utilize our **data strength** for **personalized performance-oriented campaigns** to tap directly to customer demand, drive even more traffic to our online and offline touchpoints and convert them instantly. Develop a community of **convenience-first lifestyle** embedded with our story of a digital-first convenience network
3 years	Execute data-first digitalization strategy and set up multiple touchpoints for sustainable data collection, from both online and offline sources Implement centralized data lake powered by a Customer Data Platform for our 360 degree customer analysis.	Design IMC campaign with key message of "digital to convenience", "seamless online-to-offline shopping experience"… Build brand position as a digital-first convenience network.
1 year	Build up a strong foundation for our digitalization journey with trend-aligned and quick-win digital initiatives. Constantly test, learn and fail fast, focus on enhancing our customer experience, hence strengthening our customer retention	Short and effective, performance-oriented marketing campaign to promote our quick-win initiatives Constantly collect feedback from customer viewpoint

PROJECT STRENGTHS AND LIMITATIONS

STRENGTHS

4 out 5 members major in Digital Marketing which allow for deeper insights and ideation

Broad connection to real enterprises since all members are working as week

Manage to have scheduled team meetings with clear and open communications for discussion

Clear and pre-set timeline for an overall view of project to ensure deadlines committed

LIMITATIONS

Limited technical knowledge and readiness to prepare a demo video of proposed MVP to seek feedback

Limited time and space for team meetings as 5 members live away and go to work in weekdays

Limited resources for research since our ideas are quite new to the current market

Test results of feature usability are limited as there are only 2D UI prototypes

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APPENDIX

Online Survey

Survey link: https://bit.ly/3QFqaFx
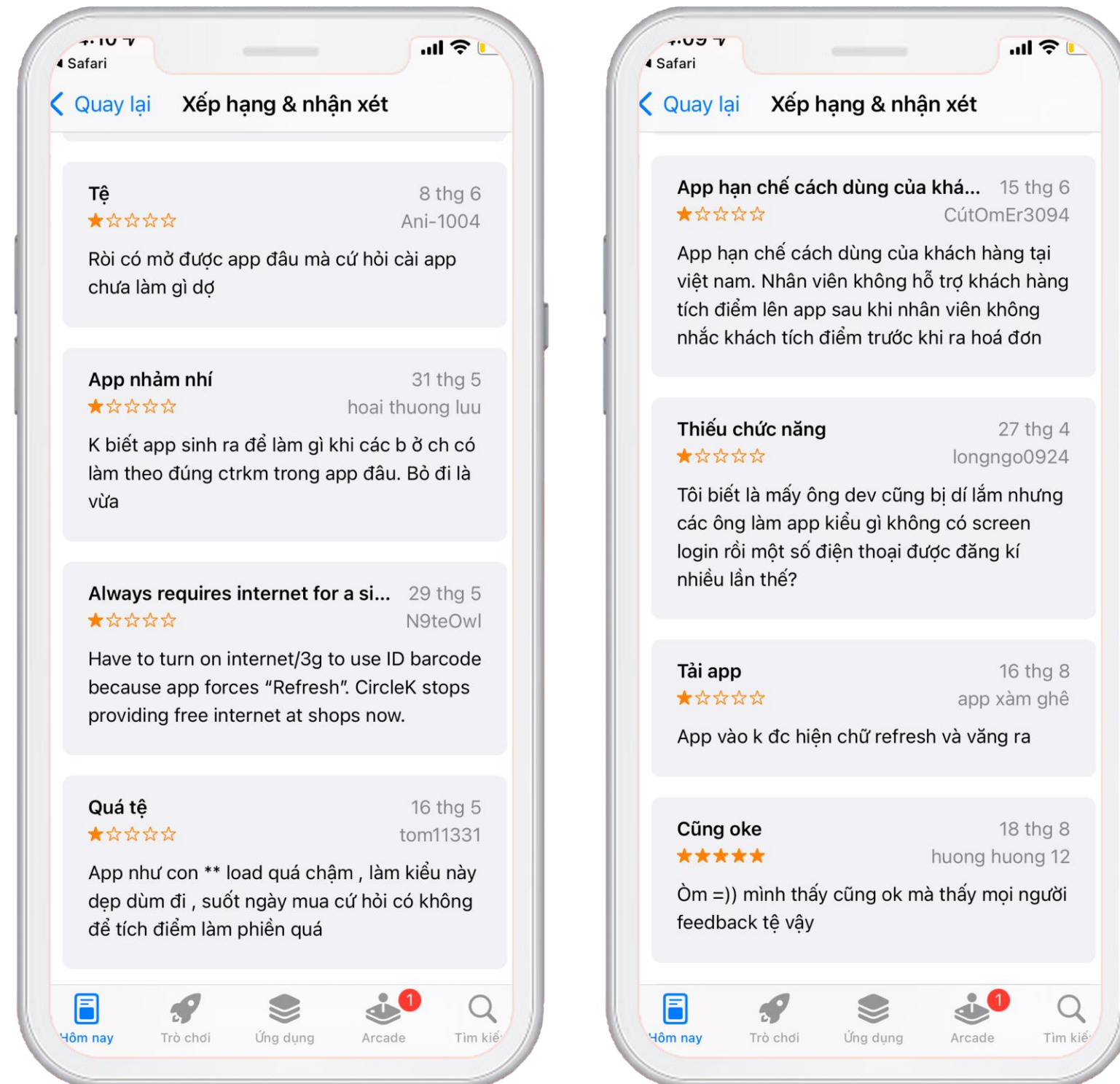
Appendix 1: Customer Review about CK Club app on App Store

APPENDIX

Task	Description	Number of consultants	Hours of consultation	Total fee
In-depth market analysis and Interview with Circle K	In-depth research on Circle K and evaluating the competitive market. Discussion with Circle K to clarify the company's current situation and discussing on possible outcomes of the project	5	9	6,750,000
Research on initiatives and approaches	Brainstorming possible strategic initiatives and deliverables to execute the plan. Outlining top approaches and planning on testing them	5	10	7,500,000
Hypothesis testing and analyze test results	Execute testing our ideas on targeted audiences by interviewing with surveys and observation. Evaluating on test results based on required standard and customers' responses	5	15	11,250,000
Modify, Develop and Launch feature	Modify and Develop the features based on customers' response as well as meeting client's requirements. Enhanced the features focusing on UX/UI design	5	13	9,750,000
Create How-to-use vides and evaluate on user experience on media channels.	Launch instruction videos of features on social media channels and evaluate on the result of the features	5	8	6,000,000
Total		5	36	41,250,000

Appendix 2: Estimated Project Cost

TIMELINE

	09/2022	10/2022	11/2022	12/2022	01/2023	02/2023

PERSONALIZED PROMO DISPLAY

A/B Testing for New "Back-to-school" Promotion: special deals & pop-up notification

Analyze Test results: clicks, time spent browsing, orders,..

Developing new Personalized Promotion scheme & ways to notify TA

Launching and Social Listening

Evaluate results from new feature

PRE-ORDER & PICK-UP

UI/UX design

Feature Launching

How-to-use YouTube video

IMC campaign on CK social media channels

Promo scheme on CK Club

PRODUCT AVAILABILITY TRACKER

Analyze Test results

UI/UX design

Feature Launching

How-to-use YouTube video

Communicational content on CK social media channels