### **Fuel Management & Loyalty App for Shell Ukraine**

#### **Overview**

Shell Ukraine partnered with MOBIAN to develop a mobile application from scratch, enabling users to buy and sell fuel, manage loyalty programs, and automate customer communication. The app provides a seamless payment experience, fuel balance tracking, and a location-based system to find nearby gas stations. Over the course of a year, MOBIAN worked alongside multiple teams to create a high-performance, scalable solution that enhances customer engagement and streamlines fuel transactions.

#### **Client Challenges**

* **Developing a mobile application from scratch** with full integration into Shell’s ecosystem.
* **Enabling direct and fuel card transactions** for purchasing fuel.
* **Coordinating four parallel teams** (mobile development, payment processing, gas station operations, and Shell’s management team).
* **Implementing a loyalty system** that tracks fuel balances and rewards customers.
* **Ensuring seamless communication with users** through automated push notifications and promotional campaigns.

#### **Solution**

MOBIAN played a key role in the mobile development of Shell’s fuel management platform, ensuring smooth collaboration across all teams:

* **Key Features:**
  + **Fuel Purchase & Payment System:** Allows users to buy fuel both directly and via fuel cards.
  + **Loyalty Program & Fuel Wallet:** Enables tracking of remaining fuel balances and personalized rewards.
  + **Location-Based Services:** Interactive map displaying the nearest Shell stations and optimizing fuel consumption forecasts.
  + **Automated Customer Communication:** Push notifications and in-app promotions tailored to user behavior.

#### **Key Figures**

* **100,000+ downloads** of the application.
* **Hundreds of daily transactions** processed through the app.
* **99%+ application stability**, ensuring a seamless user experience.

#### **Visual Elements**

* **Infographic of App Features:** Showcasing payments, loyalty tracking, and location-based functionalities.
* **User Interface Screenshots:** Displaying fuel purchase options and station locator.
* **Transaction Flow Diagram:** Illustrating how payments and fuel card purchases are processed.

#### **Why MOBIAN?**

MOBIAN delivered a high-performance mobile application that transformed fuel management for Shell Ukraine. By integrating seamless payments, a loyalty rewards system, and location-based fuel tracking, the platform enhances user engagement while optimizing operational efficiency.

**Looking to build an advanced digital solution for fuel, fintech, or e-commerce?  
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