



# Revolutionizing China's service stations

Wincor Nixdorf's service station solution is helping one of China's largest oil and gas producers improve its responsiveness and quality of service.



China National Offshore Oil Corporation (CNOOC) is one of China's oil and gas giants with operations large enough to allow the company not only to explore for energy but also to produce chemicals. In recent years CNOOC has transitioned even further downstream and opened service stations to cater to China's surge of new car owners. Its goal is to open at least 500 premium service stations across the country – from Huizhou in the south and Shanghai and Hangzhou in the east all the way to Beijing, Tianjin, Hebei and Liaoning in the north.

The complexity of running a service station with an onsite convenience store meant that CNOOC needed to take urgent steps to improve its model of performance efficiency and modernize customer service to differentiate itself from the competition.

Like many service station operators in China, CNOOC had some issues with its fuel pumps, price signage, security cameras and POS devices running different programs all stitched together. "We were able to make sales with our existing technologies but there was no easy way to update pricing information or have an updated view of our inventory," re-



## CNOOC (China National Offshore Oil Corporation)

**Headquarters:** Beijing

**Employees:** 53,000

**Founded:** One of China's top oil and gas producer, it was founded in 1982

**Operations:** The state-owned giant has been a leader in upstream and midstream activities, with six business sectors in oil and gas exploration, technical services, chemical and fertilizer production and refining, natural gas and power generation, logistics, new energy development and petrol service stations.

**Service stations:** Approximately 230 sites across China

► [www.cnooc.com](http://www.cnooc.com)



### Payment convenience

Payment options have also improved. With Namos Paylane outdoor payment terminals, CNOOC customers can now make automated purchases at the pump, a marked change from the usual practice of attendants having to collect a customer's card after a fuel purchase and head indoors to process the payment. Customers now fill up and quickly and securely authorize payment via debit or credit card. CNOOC can also load the terminal's digital display with its own promotional messages to drive targeted or personalized contact with customers.

"Overall, the changes mean that CNOOC can carry out sales and marketing initiatives faster, with the right level of convenience and customer satisfaction," says Xu Hong Liu, Head of Service Stations, Wincor Nixdorf China. "Our presence in China enables Wincor Nixdorf to deliver strong local support for all of our hardware and software solutions."

Since the i-SERVICE STATION solution is based on open architecture, CNOOC will be able to easily add new products and services to its service stations and onsite convenience stores in the future. This includes value-added information and services such as cash management, electronic shelf labeling, visual merchandising, car wash controls, lottery and mobile promotions.

"Wincor Nixdorf has modernized our IT network to international standards with state-of-the-art and proven technology," he says. "It makes our site operations more efficient and profitable, and we have strong local support." ■

calls He Qi Zhong, General Manager, CNOOC Oil & Petrochemicals Huizhou Marketing Co. Ltd. "We needed a common, standardized platform for frontoffice and self-service operations that would give us good visibility and greater transparency into our operations," he added.

### Better retailing

CNOOC partnered with IT solutions provider Wincor Nixdorf to create a new breed of service station. Based on recommendations from Wincor Nixdorf's Asia Pacific headquarters in Singapore and the team in China, CNOOC adopted three elements of Wincor Nixdorf's multi-language i-SERVICE STATION solution: Namos Compact, Namos Retail, and Namos Paylane.

"Wincor Nixdorf counts four of the top five global service station operators as customers," he says. "Their references and technology proved that they could help us articulate and grow an automated and integrated vision of our service stations."

Wincor Nixdorf mapped most of the business processes of the company, from the service station POS terminal to the backoffice. In

addition to the installation of the Namos software platform, Wincor Nixdorf will service all installed systems.

All CNOOC service stations will eventually run on the i-SERVICE STATION platform and be controlled by a central POS system. The core of the platform is Namos Compact, a global POS solution. Because its multi-layer software architecture is entirely based on Microsoft platforms and technologies, CNOOC has been able to reduce complexity and cost. The single software solution has meant that the company has been able to minimize cost and boost IT efficiency.

With Wincor Nixdorf's Namos retail software, CNOOC is able to manage and control most aspects of its petroleum and convenience store sales. Now front-line managers can easily make queries to manage merchandise, order stock, monitor inventory and track vendors. "We have now more transparency and clarity with regards to operations," he says. "Wincor Nixdorf's customization of the reporting function meant that we can concentrate on the parameters that are important to retailing and service in China."