



# CASE STUDY

Corrib Oil has been in business for over 25 years. Through their network of 10 home heating oil depots, delivery services and 16 petrol stations they now support over 500 local jobs in the midlands and the west of Ireland.

## The challenge

Corrib oil found it difficult to understand their customers, know them personally, be able to communicate with them because their customers are spread across the countryside and many of their customers are commuters.

## The goals

- Increase customer retention.
- Understand their customer.
- Increase average spend in store.
- Build an engaging brand identity.
- Increase market share.
- Differentiate themselves from competition

## Corrib Oil needs

- An integrated system across multiple ePOS systems.
- Ability to handle large volumes of data.
- Communication tool.
- Loyalty marketing Automation.
- Customer profiling
- Business Analytics.
- Store management.
- Points promotions.
- Offer management and setup.
- Web integration.

## Azpiral delivered

- Hosting of large volumes of customer demographic and transactional data.
- Integration to all ePOS systems.
- Calculation of points based on purchases (basket level data)
- Managing promotion calendars.
- Managing the execution of all promotions and rewards.
- Call centre.
- Customer communications (SMS, e-mail, phone, etc.)
- AzpiralPRO training.
- Bespoke report management.

# 68,913

Number of active members

# RESULTS

# €16.50

Average Loyalty spend

# 54.5

Average amount of transactions per loyalty member per year



## Testimonial - Corrib Oil

We have 10 home heating oil depots, delivery services and 16 petrol stations. We needed a system that would allow us to understand our customers and enable us to communicate with them because our customers are spread across the countryside and many of our customers are commuters.

Azpiralw points promotions and offers mean we can both reward customer loyalty and gain valuable insights into our customers' behaviour, leading to a deeper understanding of our customer base. These insights have allowed us to make better marketing decisions for our business. Over the years, we have worked closely with Azpiral to deliver a comprehensive loyalty programme that our customers truly enjoy.

**Orla Dalton**  
Corrib Oil