



Winning With a Customer Innovation Lab

Growth through Platforms, Partners, Devices, and Apps

Digital Channels

Connected Devices and Apps

Guest Feedback

Multichannel Transactions

Social Commerce

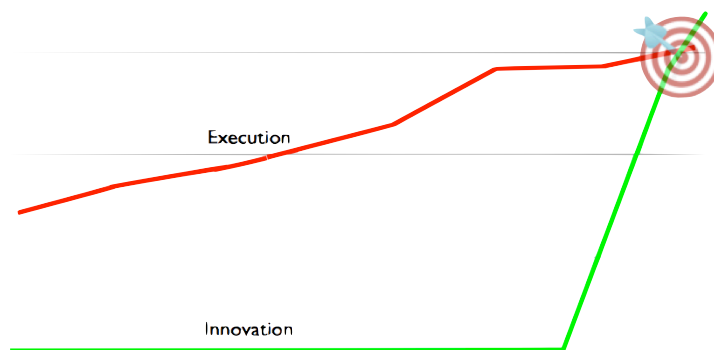
A pragmatic approach to creating new revenue generating partners, channels and apps for a future that aims to innovate on behalf of our guests.



Our Vision

Become the most innovative retailer on the planet.

Innovation ensures that remarkable growth cycles can exist



Our Goals

Make transacting with 7-Eleven more convenient

Create solutions to serve our guests

Our Strategy

Drive Multiple Channels of Connection to the Guest

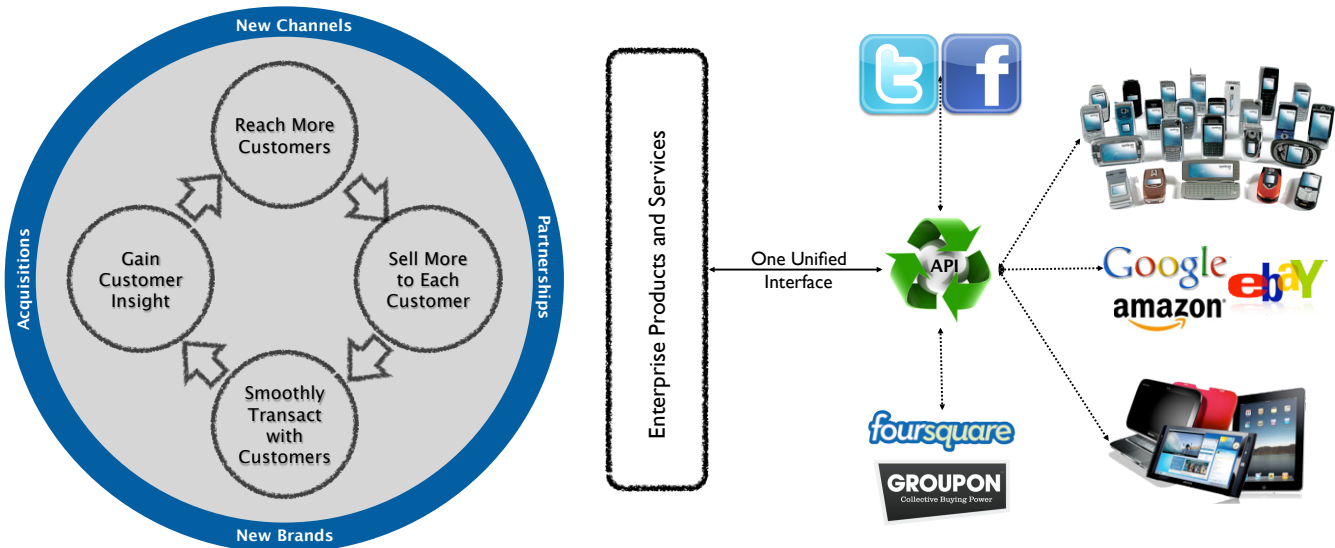
Drive Digital Transactions and Trip Assurance

Drive Guest Innovation through Digital RI

Drive Partner Innovation and network effects

What are *Digital Channels*?

Digital channels represent the future connection points to our guests and partners, including traditional websites, apps, social, APIs, and connected devices.



What it means for business

Digital Channels represent new profit interfaces. We will use new and existing software, web properties, applications, and data to realize more profits and serve our guests. Example: we will expose a product catalog to our app and strategic partners thus reaching more guests.

Current Environment:

Today, technology dramatically affects the way companies conduct and transact business. For many companies, however, the ability to harness real value from technology investments remains elusive.

Companies often find themselves in a reactive mode struggling to stay ahead of new competition and understand the impact new technologies will have on their business.

As a result, many companies launch technology initiatives with disappointing results and little to no reusability.



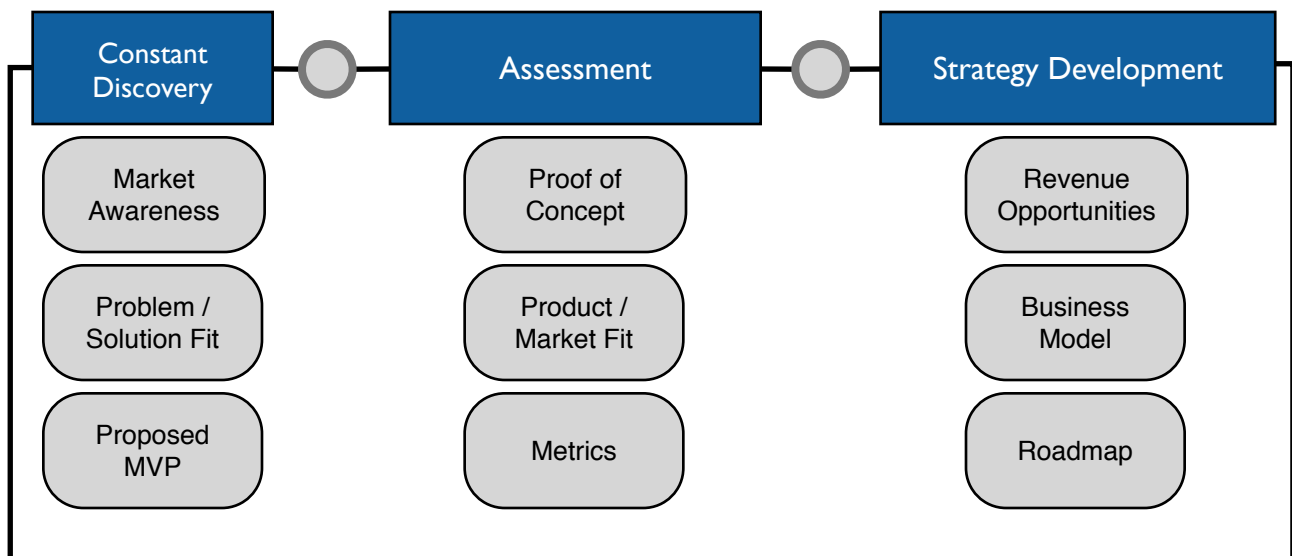
Many companies have difficulty understanding how to harness the power of mobile and social technologies. Some companies are executing tactics without an overall strategy which leads to more disappointing results.



Customer Innovation Lab

Discovery • Assessment • Strategy

By leveraging our experience, deep knowledge base and innovative approach to solving business problems we will help 7-Eleven create new, profitable and sustainable digital business capabilities.



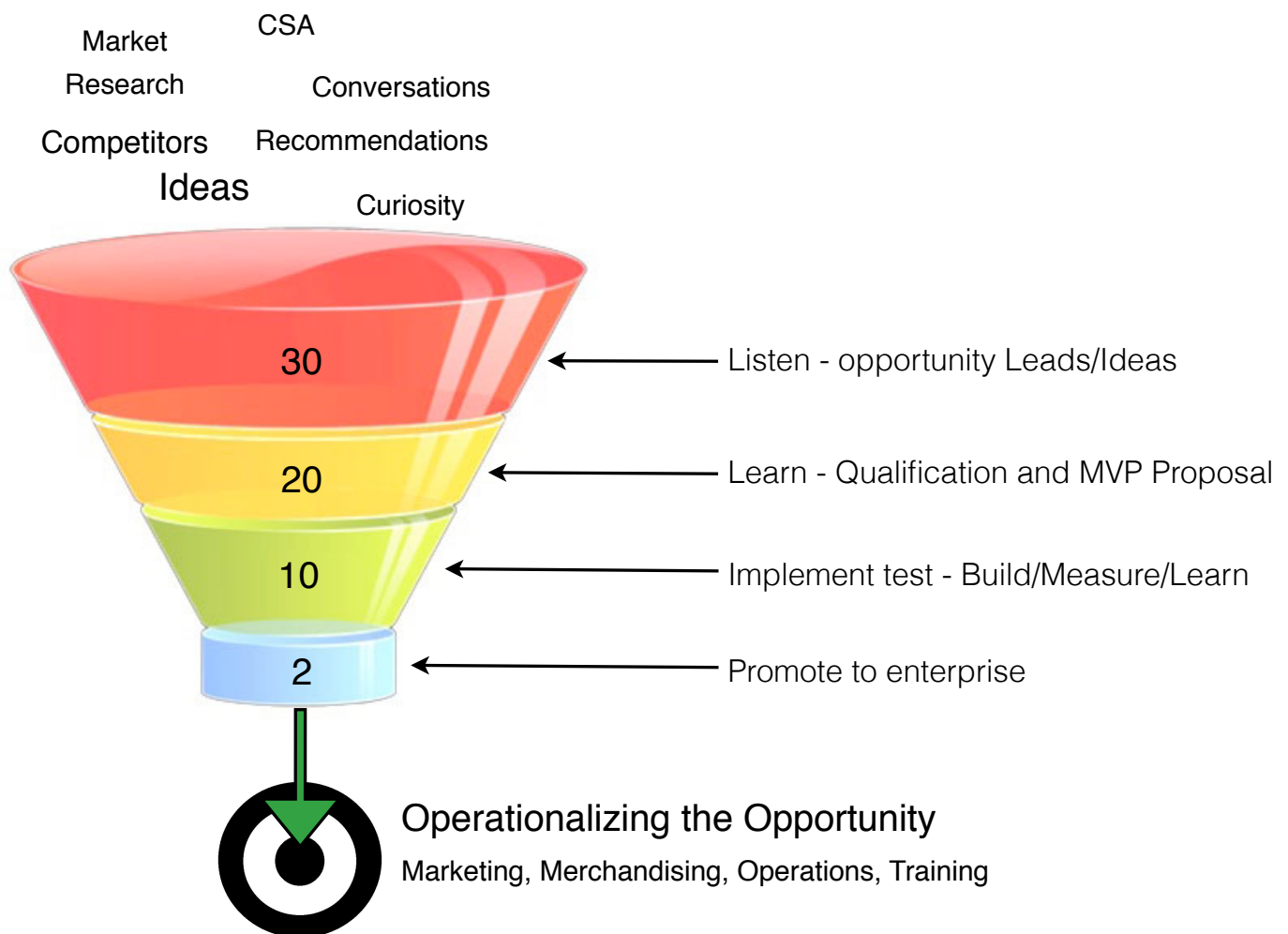
The **Customer Innovation Lab** will:

- Quickly understand the revenue possibilities for digital initiatives
- Maximize the portfolio of existing enterprise technology
- Prioritize a revenue generating roadmap



We will help 7-Eleven quickly answer the following questions:

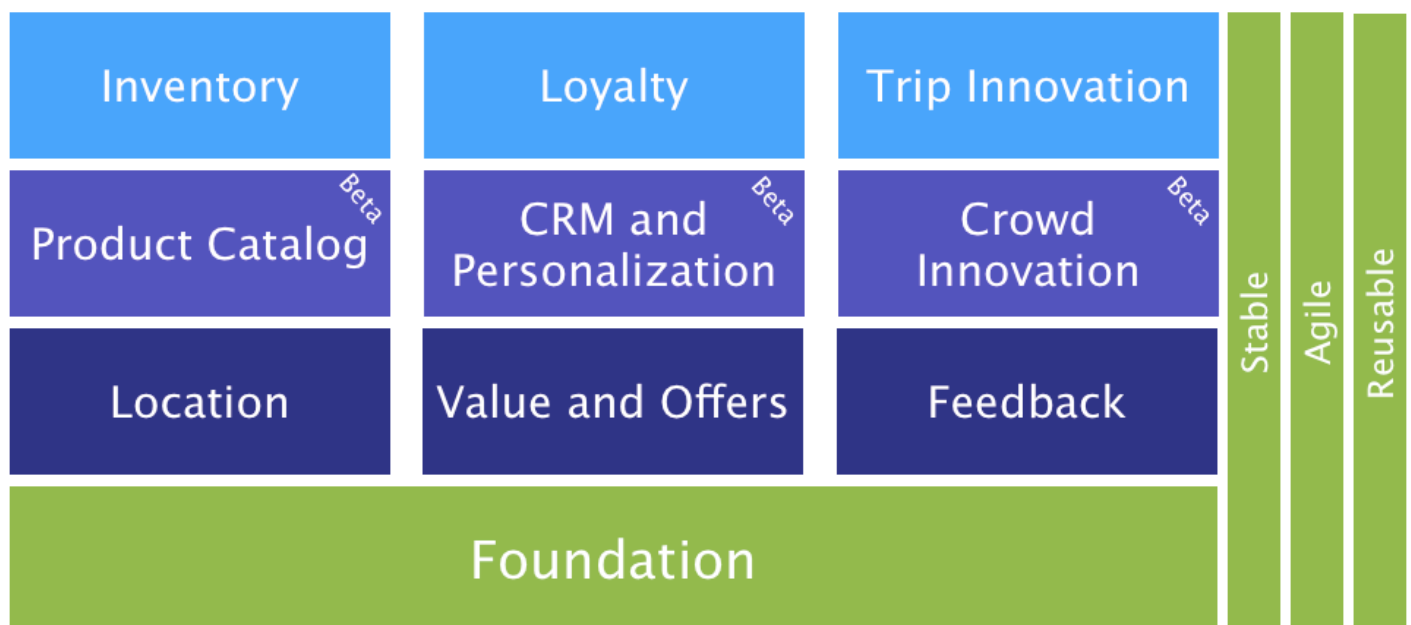
- Is there a true value proposition in the marketplace for a digital channel initiative?
- Is the technology infrastructure based on sound design principals to allow scalability, stability and ease-of-use.
- How do we successfully mobilize the vision from concept to reality?





Our business driven approach - What we deliver:

- **Market assessment** – current state, what are the opportunities, competition, emerging trends, and disruptive technologies.
- **Internal assessment** – what existing tools can be leveraged, growth categories, operational capacity, technical capacity. SME interviews, business requirements. Develop hypothesis (ideation) for strategy.
- **Revenue and cost modeling**
- **Gap analysis** – weigh opportunity/revenue against operational and technology readiness
- **Channel strategy** – sequenced approach to meet market opportunity with technical and operational capabilities.
- **Business case and executive presentations, white papers**



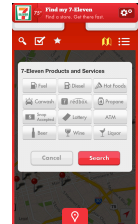
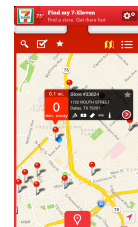
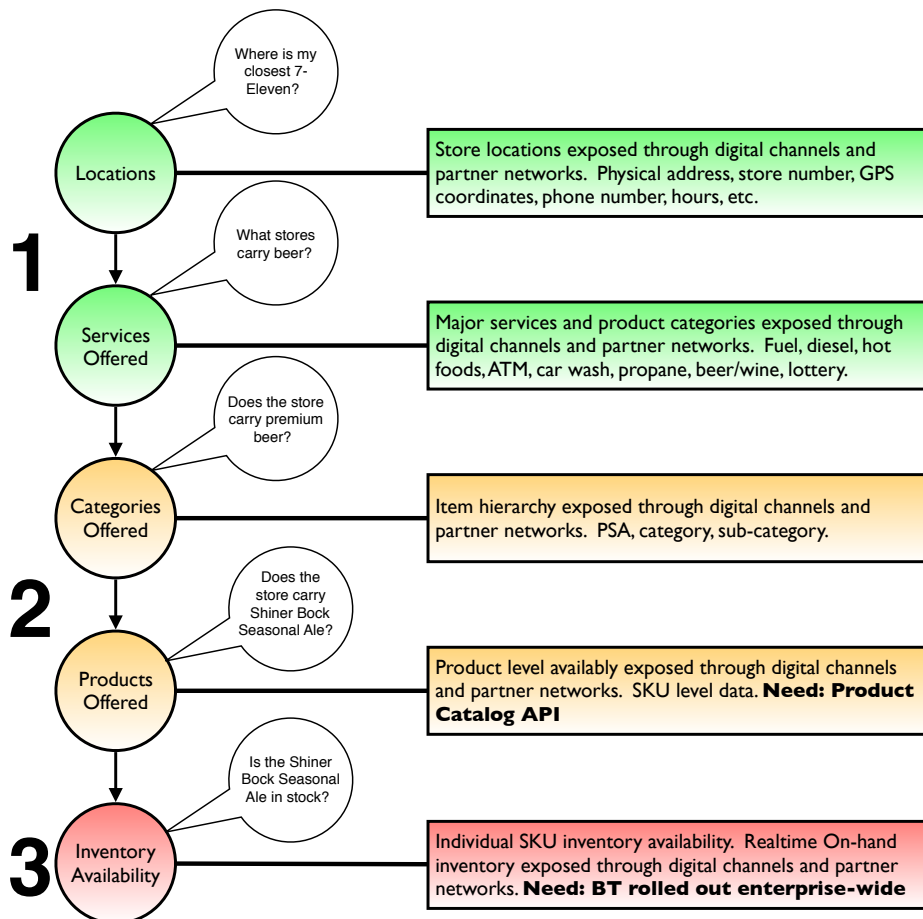


Our 2014 Proposal

Trip Assurance - our guest needs more information to be able to efficiently choose 7-Eleven as their retailer of choice. They need to know where our locations are, what problems we can solve for them, what categories and services are available, what products we carry and if we're in stock.

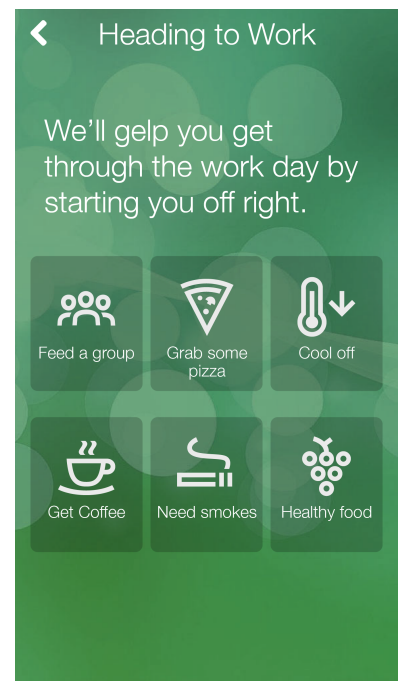
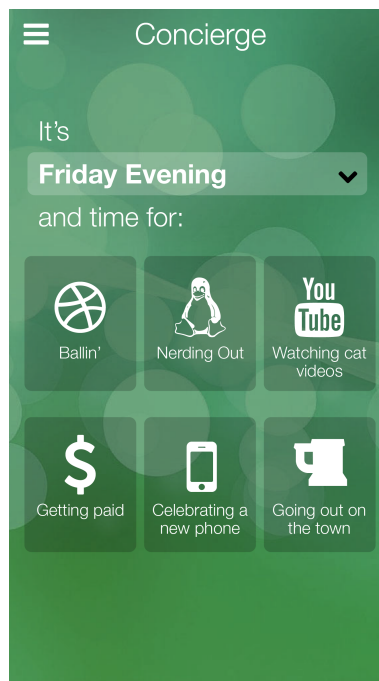
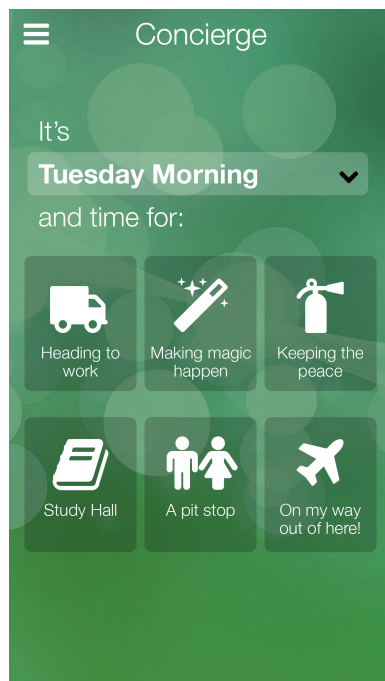
7-Eleven Trip Assurance Strategy

A simple plan to serve our guests, drive new trips and grow our business





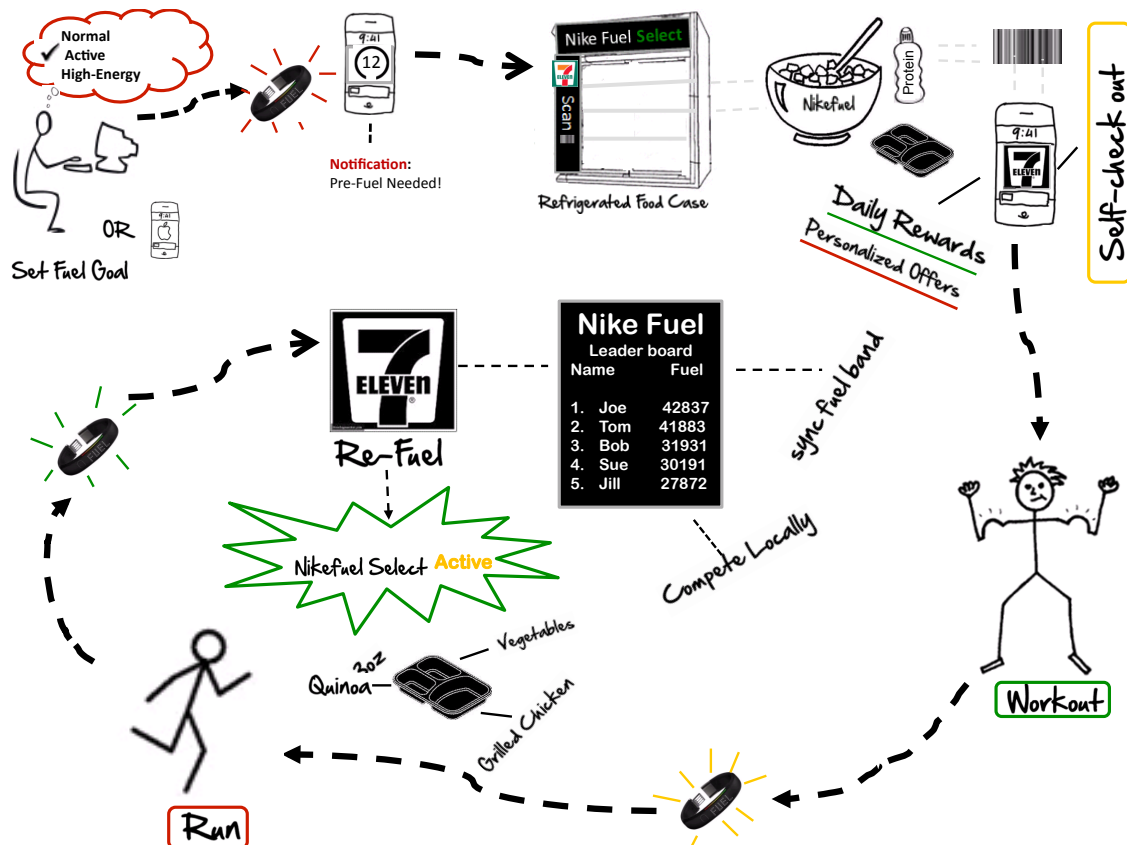
Trip Innovation - our guests use our stores in ways never thought of; they create their own mission trips. As part of our broad mission to let our guests participate in reinventing 7-Eleven, we think allowing our guests to share their trip missions with each other will create brand new reasons to go to 7-Eleven.





Digital Partnerships - linking app/api experiences together can create powerful advantages for digital partnerships. We have been nurturing several relationships that we want to bring to reality in 2014. Nike refuel with healthy rewards, OnStar connected car, eBay Now, Instacart and others.

Nike Re-Fuel at 7-Eleven with Performance Food

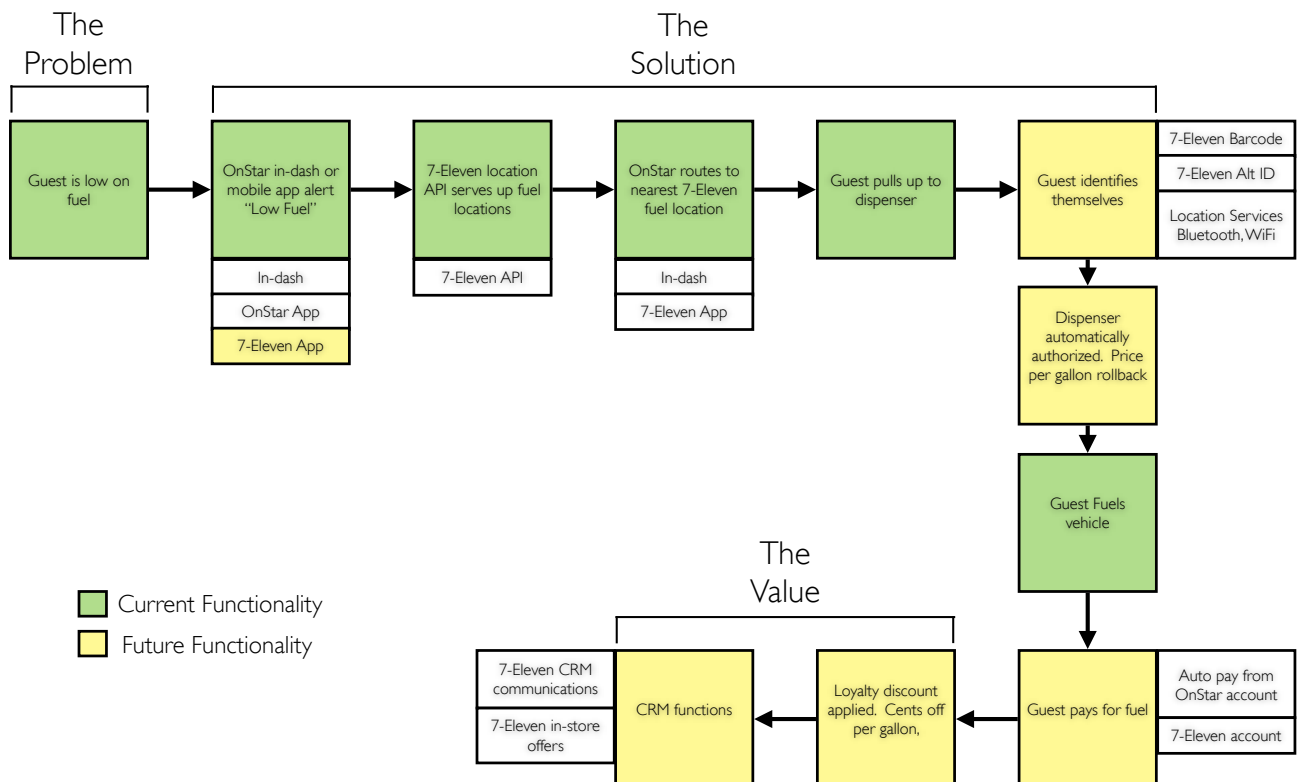




OnStar, find my 7-Eleven connected car



OnStar + 7-Eleven API



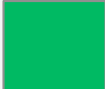


Mobilizing feedback - becoming a better retailer is a continuous improvement process. We completed our feedback tests in two markets this year and learned that we have a large gap in serving our guests. In 2014 we will be gathering feedback from multiple channels, and aggregating that feedback into actionable knowledge for the enterprise. We will create a proposal to test a market for a new **improved customer service focus** with new ways to measure the experience using t-counts and customer satisfaction numbers (NPS).



Good Morning, Margot!
9:27 AM | Wed, Oct 2

We want to hear from you!

 Got a compliment for us?

 How about a question or general comment?

 What about where we've gone wrong?

 Now, help us innovate!

If you need to reach us immediately,
please dial 1-800-711-0711 or tweet to
@7ElevenCares



Good Morning, Margot!
9:27 AM | Wed, Oct 2

Give us a Compliment!

1. What is the likelihood that you would recommend 7-Eleven to a friend or colleague?

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

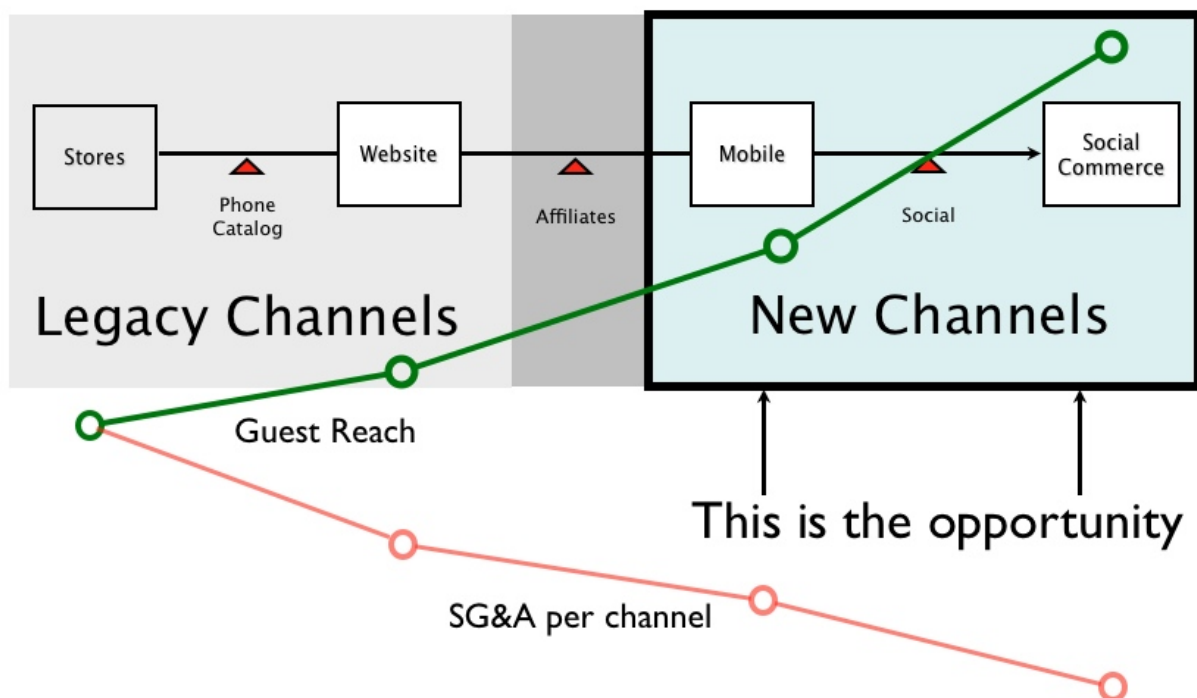
2. What would you like to give a compliment on:

☐ Product }
☐ Store }
☐ Mobile App }

3. What compliment would you like to give?



Social Commerce - we have an opportunity to be a leader in retail with a new social commerce strategy. Social networks have an ever expanding reach into new customer segments and the costs to serve these customers is the lowest of all channels. We will engage users of social networks and actively sell the value of 7-Eleven based on need states. Example: find people looking for lunch, or coffee or a snack and then engage and send them our way with a mobile link to products and in the future send offers or digital surprises.





Customer Intelligence - our business intelligence systems are world class, but they look in the rearview mirror at our business. The time has come for *Customer Intelligence* which will help 7-Eleven see into the future and find new trends, products and categories before our competitors. We will mine the social networks, online forums, blogs, reviews, and other digital channels. We will combine known data with derived data and data science. We'll share our findings in white papers as retail intelligence.



Our Ongoing Scope:

- **Device strategy** - mobile and connected devices
- **Social** - engagement, commerce
- **Partner strategy** - affiliate and revenue sharing models
- **Product catalog** - internal and external exposure



- **Location** - mashups, location based services
- **Promotions** - syndication and geo-fencing
- **Cross Channel transactions/fulfillment** - store to store transactions, web to store transactions, partner transactions
- **New product introductions** - syndication and promotion
- **Enterprise guest account** - transactions, preferences, CRM

Thank you for your attention.

- The Customer Innovation Team

Other companies with Customer Innovation Labs

Target	Walmart
Hertz	Bank of America
Staples	Zaps
Anheuser-Busch	Nike
Google	Burberry