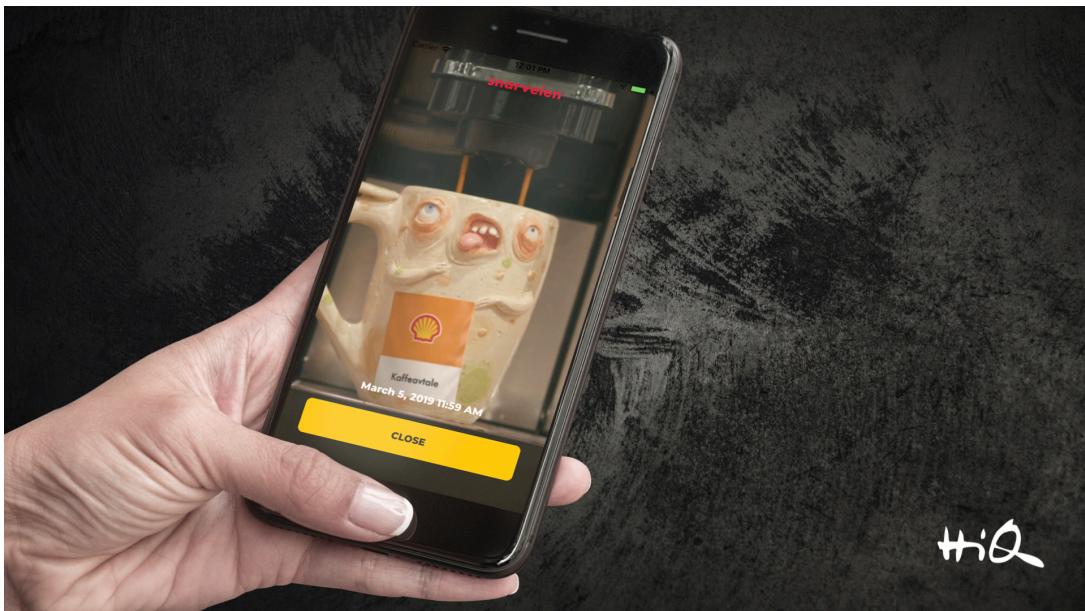


# HiQ behind service station Shell's successful app Snarveien

HiQ built the Snarveien app for ST1-owned service station chain Shell. The app makes it easy for Shell's customers to sign up for and manage their coffee subscriptions.

"This is a great project where we help a Nordic company digitalise a previously manual process and add value for all coffee-drinkers in Norway," says Jukka Rautio, Managing Director of HiQ Finland.



In Norway, the service stations' coffee subscriptions are a common phenomenon that is greatly appreciated by Shell's customers. By purchasing an annual subscription, you can drink unlimited cups of coffee for a whole year. Subscriptions were previously entirely manual and only available over a calendar year. Together with HiQ, Shell has now digitalised the process with a mobile app through which you buy and activate the coffee subscription. After activation, the subscription is valid for 365 days.

"Thanks to HiQ, we now have the most flexible coffee subscription solution in all of Norway. Through the app we've not only simplified life for our customers, we've developed a whole new way to do business," says Nina Røsland, Head of Retail Sales, Loyalty & Digital Marketing at ST1.

The manual system for coffee subscriptions will continue to exist, but the transition to the simple digital solution has exceeded expectations. The coffee subscription is the first feature of the app, which will be expanded to include more services in the future.

"We have already seen a marked increase in sold subscriptions and received a lot of positive feedback on the simplicity and flexibility of ongoing 365-day subscriptions. Plus, the increased interest in the app has increased traffic to the stations," says Jukka Rautio, Managing Director of HiQ Finland.

The Snarveien app has already been downloaded by over 80,000 customers. HiQ was responsible for the entire project chain – from concept and UX design to design, development and implementation in ST1's existing systems.

## For more information, please contact:

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