

Press Release: Smith Oil Company Releases Upgraded Loyalty Mobile App With Fuel Pay and Customer Rewards Program

West Virginia-based Smith Oil Company partners again with Liquid Barcodes to develop an app-based program featuring loyalty and C-StorePay, saving thousands in payment processing fees.

FAIRFAX, VA, March 5, 2024 – After a successful rollout of Smith Oil’s fuel pay mobile app program, Smith Oil Company has expanded the popular app to include a robust loyalty program with even more on the way.

Smith Oil Company, headquartered in New Cumberland, WV, operates twelve retail locations serving the Ohio Valley in both Ohio and West Virginia.

Liquid Barcodes developed the application on its new state-of-the-art platform that includes digital stamp cards for several popular items and fuel pay, powered by Liquid Barcodes C-Store Pay technology. The fuel pay program allows consumers to conveniently drive in, swipe to choose the fuel pump number in the app, link their bank account on the first visit, and fuel up and go.

The addition of digital stamp cards allows customers to earn a free item after purchasing a certain number of identical items. Today, customers can collect digital stamps for Monster energy drinks, coffee, cappuccino, fountain drinks, and milk gallons. Smith Oil is working with other popular CPG companies to offer even more items in the digital stamp program.

“For the past 50 years, Smith Oil Company has offered customers quality service and products at a great price. We strive to give our fuel and convenience customers a fast, easy, and enjoyable experience whenever they visit our stores. We want to be more than just a fuel provider to our customers; we sell time and convenience and by offering the opportunity to fuel up, pay, and be on their way quickly. With the addition of this digital loyalty offer in addition to fast fueling, we are rewarding them with extra cash in their pockets and extra minutes in their day,” says Michelle Fluharty, Secretary/Treasurer of Smith Oil Company.

In addition to digital stamps and mobile fuel pay, the Smith Oil mobile app offers a program sign-up reward, friend referral incentives, a handy store locator tool, and digital receipts. Customers are also prompted with in-store offers in the same transaction, thus saving both time and money and deriving more from their visit to the location.

Smith Oil and Liquid Barcodes launched the groundbreaking fuel payment app in late 2022. These additional enhancements, plus more to come, will increase engagement via unique coupon concepts, gamification, and push notifications.

The Liquid Barcodes C-StorePay program achieved certification with global FinTech leader Verifone to integrate with Verifone’s cloud-based point of sale (POS) and site management software solutions for gas stations and convenience stores. Just like Smith Oil Company, Verifone’s vast c-store merchant base can take advantage of a fully integrated solution for mobile payments with connection to their fuel POS systems, allowing consumers to pay for fuel via app. Additionally, Liquid Barcodes merchants will be able to leverage Verifone’s robust Global e-commerce payment platform within the app, opening the door to seamless and secure omnichannel sales experiences for both merchants and consumers.

Smith Oil Company relies on Verifone’s cloud-based point of sale (POS) and site management software solutions and discovered the easy integration of the Liquid Barcodes loyalty and fuel pay solutions while attending the 2022 NACS Show. A demonstration of the Liquid Barcodes fuel pay solution encouraged Smith Oil Company to move quickly to offer their customers the utmost convenience technologies.

About Smith Oil Company

Smith Oil Company was started in 1969 by brothers Bernard and William Smith. Their goal was to provide quality products and services at an affordable price. Their first location was on State Route 43 in Wintersville, Ohio. This location is still a full-service site where they pump gas at no additional charge. Since then, Smith Oil has grown to have twelve retail locations serving the Ohio Valley in both Ohio and West Virginia. Bernard and William have since retired but the company is still family-run out of the corporate headquarters in New Cumberland, West Virginia. Smith Oil proudly sells everyone's favorite convenience store items along with other items customers love including home decor, pampered pet items, and toys.

About Liquid Barcodes

Liquid Barcodes is a leading global loyalty and digital marketing technology company specializing in the convenience and foodservice industries. The proprietary, cloud-based technology platform allows retailers to create and manage their digital marketing campaigns with a process called the "customer connection cycle" to engage, promote and reward customers' activities in real-time across digital and media channels.

Liquid Barcodes loyalty platform is powering loyalty programs for industry leaders across several global markets, by offering unique subscription, mobile payment programs, machine learning, personalization, gamification, loyalty, and other capabilities.

Learn more about Liquid Barcodes at LiquidBarcodes.com.

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