

# BELORUSNEFT: Loyalty program for individuals

“The company's own solution no longer meets the requirements of the time. Transition to SAP Customer Experience for Belorusneft is not only a choice in favor of more advanced and modern software products for management of customer experience, but also improvement of business culture, a platform for its further development”

— Sergey Kamornikov,  
Deputy General Director  
of Belorusneft.

## Company

Belorusneft is a state-owned vertically integrated petroleum company. It is a top performer of the fuel and energy complex of the Republic of Belarus, established in 1966. Belorusneft provides a full cycle of oil products production and marketing, from exploration and drilling to transportation. The Company also operates the largest network of filling stations in the country: 570 stations, located in all regions of the country, serve about 8 million people per month.

**Headquarter** Gomel, Belarus

**Go-Live** May 2020

**Users** ~100

**Web Site** <https://www.belorusneft.by/>

**Industry** Petroleum/Retail

## Objectives

Find a solution that allows business users to directly manage the mechanics of their loyalty program. Painlessly deploy the new loyalty program to the entire network of filling stations. Provide the marketing department with a centralized tool for analysis and communication management. Develop a tool for predictive purchasing activity analysis to improve discount and bonus programs.

## Functional Scope

SAP CRM  
SAP Marketing  
SAP BW  
SAP Business Objects Predictive Analytics Suite

## Results

- Omnichannel platform for commerce and marketing management
- Personalized customer communication
- Average check growth
- Simplification of netting between department

