



## Rhodes 101 Stop Convenience Stores Select Mobile Software Solution from NCR

July 23, 2014 at 8:00 AM EDT

*Convenience chain enhances the customer experience by offering a mobile app for paying at the pump*

DULUTH, Ga.--(BUSINESS WIRE)--Jul. 23, 2014-- [NCR Corporation](#), the global leader in consumer transaction technologies, announced today that [Rhodes 101 Stops Convenience Stores](#) have deployed NCR's ConvenienceGo (C-Go) mobile shopping app to make fueling easier. Rhodes 101 Stops operates 30 convenience stores across Southeast Missouri and Southern Illinois and is a subsidiary of PAJCO, Inc.

C-Go is NCR's mobile shopping app which allows customers to initiate a fuel transaction, select the amount of gas they want and then pay with their smartphones. The mobile app supports Rhodes 101 Stops' brand image and colors. C-Go eliminates the need for customers to carry another loyalty card since the C-Go app updates and stores each shopper's loyalty information and shares that information with the fuel pump automatically. Rhodes 101 Stops customers will receive special 'rollback' pricing at the pump and the option of an emailed or printed receipt when they use the application.

"With this launch of the mobile NCR solution, we are continuing our commitment to always provide the most innovative and exceptional customer experience," says Keith Boeller, president of PAJCO, Inc. "Beyond the added convenience, we think our customers will be thrilled to see the price rollback at the pump and the platform allows us to create innovative marketing tactics going forward."

In addition to the price rollback feature, customers can also use the app to see current specials, find store locations and track their purchase history.

"Convenience stores operate in arguably the most competitive retail environment," says Eric Stecker, vice president and general manager, Petroleum and Convenience, NCR Retail. "By introducing the C-Go mobile payment app and features, Rhodes 101 Stops is not only offering a convenient way to pay for gas, but they also create a tighter bond with shoppers, leading to greater loyalty."

The Rhodes 101 Stops C-Go installation is a collaborative effort between NCR Retail and [Retail Data Systems](#), a NCR Premier Point-of-Sale dealer. For more information about the benefits of NCR's C-Go technology, click [here](#).

### About NCR Corporation

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 485 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with approximately 29,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries. The company encourages investors to visit its web site which is updated regularly with financial and other important information about NCR.

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Source: NCR Corporation

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