

# What are some ideas of Desire.Surprising & Unbelievable service we can implement?

Check air tyre pressure for Women customers

Caltex Rewards

Prepare shopping basket to mart customer

CaltexGo Reward Program

Help to change tyre or jump start vehicle

Clean toilets

2 points for one Litre

Facilitate your customer properly

Discount

# What are some ideas of Desire.Surprising & Unbelievable service we can implement?

Working air pumps

Buy 1 litter free 1 litter for every litter the 333rd customer daily.

Surprise customers by knowing their birthday and great them.

Never forget greetings! Good morning, welcome and have a safe drive.

Complete toiletries in the restrooms .

Kids ballon and sweets

Honer

Unbelievable

Free tyre, air pressure checks

# What are some ideas of Desire.Surprising & Unbelievable service we can implement?

Provide tissue/ wet tissue to customer

Toilet

jualan menggila

Free mineral water

Nasi lemak

Caltex Reward

Provide free hot drinks and biscuits /kuih

Acknowledge customer by name

Honer

# What are some ideas of Desire.Surprising & Unbelievable service we can implement?

Provide hot water during rainy day for motorists

Instant rewards

RFID scan and fill up

Clowns at the forecourt

Beri makanan percuma pada hari jumaat

Basic

Free refuel for one random customer / month.

Offer free car wash for my customers during their birth month  
Offer 2 points pump 1 liters

push the best promosi

# What are some ideas of Desire.Surprising & Unbelievable service we can implement?

Full tank purchase with gift

promote

One stop for everything

Bread sell at cost. TNG no rm0.50 charges.  
Baby sitter while customer pumping.

Providing umbrella to customers during  
rainy days

Fuel RM 30 above give free snacks & use  
journey card Fuel RM 40 get chop 10 get  
get Free water

Fuel delivery service

Cabutan bertuah - expensive

Hire more pretty cashier

# What are some ideas of Desire.Surprising & Unbelievable service we can implement?

Food truck

How to maintain station toilet as clean as hotel toilet?

reward

Better facilities

Good Maintenance ! Pump Goods

Playground for kids.

For every female driver with children in car or elderly customer, we deploy CSRs to help them pump gas.

Offer one stop centre.. Imore grab to go food and baverage

Touch & Go reloads and payment of bills without additional charges...

# What are some ideas of Desire.Surprising & Unbelievable service we can implement?

Remember customer name

Make customer feel appreciated.

Free mineral water!

Open the door fr cust

Provide token gift to Children example  
ballon

Rm80abive 2 bot water

Free coffee

Caltex Go and Caltex Reward

Offer promotion for food deliveries riders

# What are some ideas of Desire.Surprising & Unbelievable service we can implement?

Win a gram of gold as a lucky draw.  
Minimum buy of RM 30 fuel per entry.

Free gift for Caltex go users

New image and latest pump

10 cent discount

Freegift

Apply wax to customer's car tyres

Free health check

Once a week give free multiple breakfast

Make them feel happy



# What are some ideas of Desire.Surprising & Unbelievable service we can implement?

Greet regular customers by name

Remember & greet customer name when they reach station, offer free gift

Can improve forecourt service. Provide warm service to our customers.

Umbrella for customers use during rain days at the station...to go toilet or parking space

Free Tissue Box!

Upgrade the station's building

1 kg Harum manis manggo for > rm50 purchasing during manggo session

Free massage

Sell Himalaya sweets at RM1

# What are some ideas of Desire.Surprising & Unbelievable service we can implement?

Weekly jom sarapan bersama caltex

RM30 rebate for 1 random customer/  
month.

Attractive

Identified customer and Confirm needs  
directly.

Discount

Tyre pressure check

Lucky draw for customer.Customer need to  
purchase RM 40 to participate.

Form buying consortium among retailers to  
do offer for basic and essential items e.g.  
eggs

pump rm50 to get one gift

# What are some ideas of Desire.Surprising & Unbelievable service we can implement?

Give customer a little bag of 3 candies with note " stay safe stay alert - Caltex care "

Sanitizer car for free

Go Go Caltex Go Stamp Chop

Surprising

Back to basic service full implement

jay and yu yee at the pump!

Desire:New image and facilities for old school station. Service: make customer feel appreciated

Have items to sell like lubricants and quick meals at outside mart and at forecourt.

Windshield clean and tyre polish!

# What are some ideas of Desire.Surprising & Unbelievable service we can implement?

Voucher,redemption

Attendant service at forecourt

fast,cheap & comfortable

New image and latest pump

Brighter paint for station

Help disable customer to pump fuel

Offer polish tyre

Fast service

Hold the customer's hand, look them in their eyes... And tell them how much they mean to you

# What are some ideas of Desire.Surprising & Unbelievable service we can implement?

Free fruits :)

Free massage

Free phone cover

Giving minerals botol every 15th, during certain time, or tissue

Prepare shopping trolley

free leg massage

Pit stop for all motorist , playground for children , give sweet to children and booth for police so customer feel safe

Perkhidmatan layanan yang luar biasa kepada pelanggan akan mendatangkan hasil yang luar biasa.

Good communication to customer and satisfied to customer needs

# What are some ideas of Desire.Surprising & Unbelievable service we can implement?

Quick, Precise and Convenient customer experience from forecourt to cashier

Control traffic flow on the forecourt for the customer ease.

Push for the best excellence service

Just Smile & Keep on Going

Flash, cooking tools

Beat competitor

Gv a good service to customer by gv smthng useful to them

Jump around

Only female cashier on duty at the counter

# What are some ideas of Desire.Surprising & Unbelievable service we can implement?

Free good gift and service to them

Create a herb garden at the small area, let the customers take a walk and grab some for their own use

Caltex apps offer one stop centre of caltex service ranging from promotion, petrol filling and other service.

Cash back promotion. Free Gift giving on anniversary / public holidays / customers birthday. Lucky draw.

Give light biscuits for a day in a week (change day every week)

Help customers who r in need for diesel permit