Company: GuzelEnerji, Istanbul, Turkey
Company Description: GüzelEnerji, one of the leading energy companies in the Turkish fuel and lubricant and motor oil sector, operates within the energy group companies of OYAK.
Nomination Category: App Categories
Nomination Sub Category: Utilities & Services
Nomination Title: Club TotalEnergies

1. Date this app or site was first released:

   01.01.2024

2. Briefly describe this mobile site or app's objectives and how it has met those objectives (up to 200 words). If applicable, include here the platforms your app supports:

   Total 184 words used.

   Club TotalEnergies is a next-generation mobile loyalty app designed to transform traditional fuel station visits into smart, personalized experiences. The app's primary purpose is to increase customer interaction at TotalEnergies stations by leveraging mobile technology, real-time data, and AI-powered features.

   Developed over 11 months, the app replaces outdated loyalty methods with an integrated ecosystem that connects pumps, payment systems, and customer profiles. It allows users to earn and redeem loyalty points directly at the pump, make secure in-car payments, and access AI-assisted support. Gamified features such as "Spin the Wheel" and "Quiz & Win" further boost engagement.

   Since its launch, the app has delivered measurable success:

   - Acquired **650,000 new customers** in 2024

   - Increased **average fuel purchase** from 23 to 31 liters per visit

   - Achieved **31.7% growth in gasoline market share** (EPDK Oct YTD)

   - Reduced campaign deployment time from weeks to **same day**

   - Improved app satisfaction score from **2.8 to 4.7**

   By unifying customer data, accelerating campaign operations, and delivering highly personalized value, Club TotalEnergies has become a strategic differentiator — turning every fuel stop into a digitally enhanced customer journey.

3. Provide the applicable creative and production credits for this entry:

   Client: TotalEnergies / Güzel Enerji

   Project Owner: Mert Kokulu - Chief Marketing Officer

   UX/UI Design: ICITECH TEKNOLOJI A/S

   Mobile Development: ICITECH TEKNOLOJI A/S

   Backend & Integration: Pargesoft A/S

   Gamification Modules: B1digital

Attachments/Videos/Links:

Club TotalEnergies

[REDACTED FOR PUBLICATION]