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(54) Title: SYSTEM AND METHOD PROVIDING IMPROVED USER EXPERIENCE IN A FUEL DISPENSING ENVIRONMENT

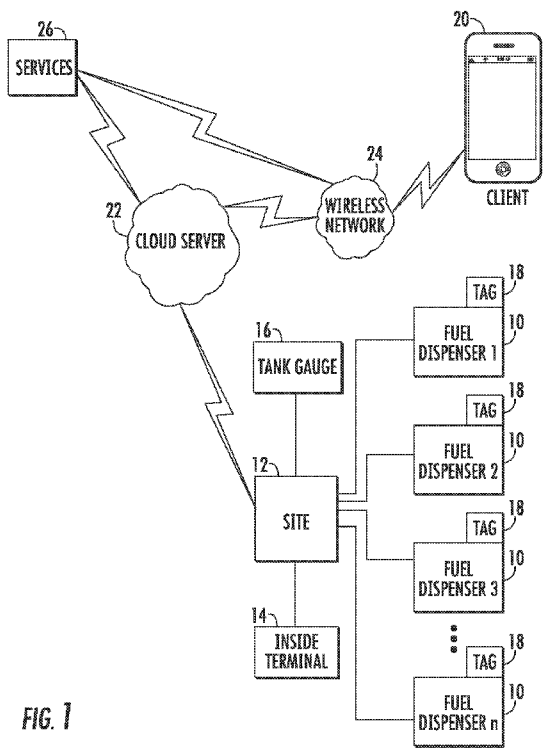


FIG. 1

(57) Abstract: A method of performing a fueling transaction via an application installed on a mobile device, such as a smart phone. One step of the method involves receiving at the mobile device a short range wireless initiation signal directly from a fuel dispenser. The wireless initiation signal contains information indentifying the fuel dispenser. In response to the wireless initiation signal, an application is automatically launched on the mobile device. Input is received into the mobile device from a customer, which is interpreted by the application to correspond to at least one selection made by the customer. Payment information of the customer is transmitted from the mobile device to a remote cloud server so that the transaction can be authorized. As fuel is dispensed from the fuel dispenser, at least one of fueling information and promotional information is received at the mobile device.

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