Abstract

SYSTEM AND METHOD FOR OPERATING ONE OR MORE FUEL DISPENSERS

A method of and a system for executing one or more marketing routines in a fuel dispensing environment based on a customer's characteristics, wherein a first marketing routine, related to a first promotion, is being executed to provide a first reward to an identifi customer and a second marketing routine, related to a second promotion, is being executed to provide a second reward to the identifie customer.

Figure 1