



Convergent Business Advisory

Convergent Business Advisory (CBA) is a specialist consultancy company that enables fuel and convenience retailers to do more and achieve more for their brand.

The Fuel and Convenience Retail Industry is becoming increasingly dynamic and competitive with Service Stations (Gas Stations/Garages) providing a wide range of products and services to its diverse B2C and B2B customer base as Retailers strive for differentiating value propositions and to maximize the value from their retail assets.

CBA's unmatched experience, specialized skills, and business intelligence insights are positioned to offer a broad range of industry-leading solutions in strategy, project management, automation, payments, and loyalty.

We work at the intersection of business and technology services to support retailers in the petroleum industry to better understand their retail value chain, improve performance across all business functions and create sustainable value for their customers, partners, suppliers, and employees.

Contact us to find out how we can help you **optimize TODAY's operations** and **Enable your FUTURE customer offer**

Categories

- Fleet, Fuel Cards & Loyalty
- Food & Convenience
- Forecourt & C-Store Control
- Payment Solutions & EPOS
- Services & Media
- Station Automation

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