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US Truckstop Chains Revamp Apps in Focus on Mobile Marketing

Truckstop chain Pilot Company said Tuesday that it has combined the features of the Pilot Flying J app and myRewards card to create an enhanced digital loyalty program called myRewards Plus.

Pilot is not alone in expanding mobile marketing. Fleet card providers have expanded mobile payment for truckers. And large t-stop chain TravelCenters of America earlier this year introduced a feature to its TruckSmart mobile app, allowing professional drivers to activate the diesel pumps and pay for fuel from their cabs.

Pilot said the new digital program will increase savings for commercial drivers, motorists and RV travelers at its more than 1,000 Pilot and Flying J Travel Centers and One9Fuel Network locations.

Among the new features are:

--Earnings up to four points per commercial diesel gallon is now a permanent program for professional drivers in the myRewards Plus app. Drivers activate the tiered points program in the app every month and earn levels increased by a half-point per gallon up to four points with each eligible fill. After six fills, drivers keep earning four points per gallon for the rest of the month.

--There are exclusive daily and weekly offers on food, snacks, beverages and supplies for all drivers. The drink club allows members to earn a free dispensed beverage or dispensed coffee on every 10th drink purchase. Commercial drivers can also still earn shower credits.

--The app offers trip planning with navigation and location amenity filters, contactless payments and digital receipts. Professional drivers can reserve showers, book Prime Parking spaces and initiate mobile fueling from their cabs.

In January, TravelCenters added the PumpSmart feature to its TruckSmart app for its UltraONE loyalty members paying for fuel with commercial payment cards. The app stores members' payment information and links to their UltraONE profile, automatically applying rewards points to the account after fueling. TA said in an announcement that it plans more enhancements to PumpSmart and expanded payment options this year.

TA also has improved the TruckSmart app so that drivers can redeem loyalty points at checkout straight from their phone without having to visit a kiosk. And it added enhanced shower flow and the ability to unlock the shower door from the app. Drivers have been able to use TruckSmart to reserve and pay for parking and showers and check their loyalty rewards balances.

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