

ENOC Group unveils innovative in-store audio solution, setting a new standard for ZOOM's retail experience



Cape Town, Western Cape Oct 23, 2023 ([Issuewire.com](https://www.issuewire.com)) - ENOC Group, a leading integrated global energy player, announced a partnership with South African company '[Shop Beat](#)' to enhance customer engagement and delivery of a unique shopping experience across ZOOM convenience stores. Through the partnership, ZOOM gains access to Shop Beat's innovative in-store audio solution that seamlessly integrates music, advertising messages, broadcasts, and prayer times. The solution will also feature the "Adhan" for the first time in petrol stations in Dubai using tailored latitude/longitude calculations to ensure accurate implementation.

Underscoring ENOC Group's dedication to customer-centric innovation, the solution aims to redefine

ZOOM's retail experience among customers. The adoption of the solution is expected to elevate customers' day-to-day experience offering an immersive shopping environment that not only entertains but also informs customers, revolutionising the way they interact with brands and products.

His Excellency Saif Humaid Al Falasi, Group CEO, ENOC, said: "As part of our commitment to advancing customers' experience, ENOC group is dedicated to adopting innovative solutions contributing towards the development of the country's retail sector. This partnership underpins the Group's commitment to bringing cutting-edge digital solutions while enhancing service excellence."

In line with the UAE's vision to strengthen and build a sustainable economy, ENOC Group continuously aims to drive innovation across the Group through the launch of multiple initiatives. This includes the integration of Microsoft Azure OpenAI Service into the Group's business operations, leveraging ChatGPT AI capabilities, launching an accelerator programme "NEXT" to cater to the increasing demand in the UAE for innovative fuel supply solutions, as well as the 'Masar' programme, which is focused on digital integration across all divisions.

Launched in 2009, ZOOM has become part of everyday life for UAE residents, offering access to a wide range of products on-the-go. ZOOM has a variety of formats ranging from service station C-stores to mini-marts and stores on the Metro network as well as large scale standalone supermarkets in several residential communities such as The Sustainable City, JLT, as well as at the human-centric city of the future-Expo City Dubai.

ZOOM accepts a variety of payment methods including VISA, MasterCard, ENOC Pay, Nol Payment, Nol Top-up, and Dubai Now. Customers can also claim points through the YES rewards programme and get access to exclusive offers and promotions.

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Source : <https://www.enoc.com/>

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