



Case Study: Texas Retailer Cleaning Program



Industry: Convenience Store
Headquarters: Houston, TX
Locations: 250+

Key Highlights

- Incorporate a valuable co-branded outdoor cleaning program
- Offer a one-stop shop for your Dealer's outdoor cleaning challenges
- Improve mystery shop and brand image scores

"In 6 months, the number of stores meeting brand standards for exterior cleanliness has increased by 27%"
-Texas Petroleum Marketer

Improve Mystery Shop Scores



Enhanced Store Appearance:



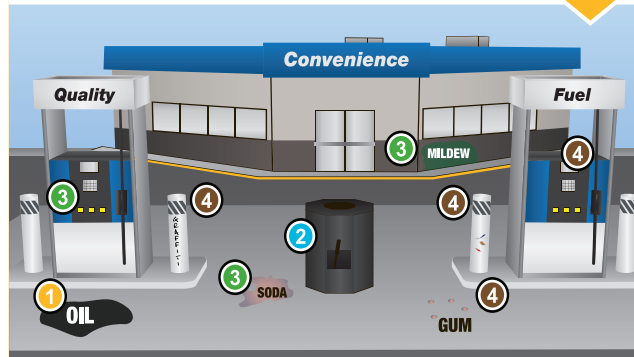
Our program is designed to help you manage a consistent, quality customer experience standard across your growing network of Dealers.

Improved cleanliness leads to:



- Increased customer loyalty
- Improved frequency of visits
- Longer shopping visits

Complete Cleaning System



Solutions for Your Key Challenges:



Key to Success: Operations Integration



- Ongoing training calls to each store
- OSHA compliant system
- Online training videos and SDS support

Value-Add Program



- ✓ Training
- ✓ Best Practices
- ✓ Compliance
- ✓ SDS

Let us be your Dealer's go-to resource for any cleaning challenges or questions.

Program Highlights:

- Targeted focus on improving cleanliness and mystery shop scores for low performing stores
- Pre-negotiated special discounted pricing
- Regular value-add email messaging to Dealers
- Ongoing training & follow up calls ensure consistent program execution

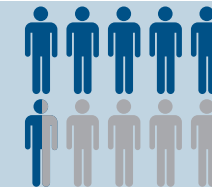
FACTS



After price, cleanliness is the **number one** reason to choose a C-Store (M/A/R/C® Research)



Maintaining a clean store can increase total sales by as much as **15%** (Alon Brands)



56% of C-Store consumers do not go into store after fueling up (NACS Magazine)