



# Case Study: Safety & Training



**COMPANY A**  
 Industry: Convenience Store  
 Locations: 1,250+

## Key Highlights

- Improved customer experience and store image
- Systemic training ensures continue operational success
- CAF's safe products reduce costs of damaged and broken equipment and reduce safety and environmental liability

*"We value CAF as our cleaning partner because they provide the best products and operational support. The products are safe, which is very important to our organization."*  
 - Senior Safety Manager

## Safety



### A Cleaning Program safe for:

**Equipment:** CAF products receive testing, approval and endorsements from industry manufacturers like OPW, Gilbarco, Wayne, STAR, Nemco, and more.

**Personnel:** Chemicals are designed safe and supported with on-going training. MSDS available 24/7 online.

**Environment:** Concentrates vs RTU. Safe ingredients. EPA recommended process of bioremediation. Company A conserves 2.5MM gallons of water annually by using EXIMO to eliminate pressure washing.

## Training Support



### Continuous training for best results:

Train-the-Trainers

- Training calls to locations: 3,407
- Onsite regional training visits: 8
- Annual Managers' meeting
- Annual District Managers' meeting

### On-Demand Training Documentation Available:

- Video training
- Picture-based cleaning procedures
- Custom checklists, and other training tools

## Improved Store Appearance



### Mystery shop scores improve

Company A has seen year over year improvement in mystery shop scores for cleanliness since introduced.

Improved store cleanliness leads to: (MARC Research)

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

Company A is now able to provide a consistent and improved customer experience standard across the entire, growing network of retail locations.

## FACTS

# 100%

of all Company A locations trained by CAF

# \$3MM

Company A average annual cost of slip and fall incidents

# 27%

increase of the coefficient of friction once EXIMO is applied on an oil spot