

Case Study: Return On Investment

Key Highlights:

- Increased cleanliness resulted in 5% increase to sales
- Stores received training, products and were engaged to improve customer experience
- Area supervisors were trained and utilized to audit performance and adoption
- Successful program implementation and measurable results let to company-wide adoption

"The only thing we did differently was focus on our exterior image and cleanliness by introducing the CAF program. In just 3 months we saw a 5% increase in sales."

- Regional Director

Industry: Convenience Store

Locations: 250+

Honor: CSP Mystery Shop #1 Performer in Outdoor Cleanliness

Their Story...

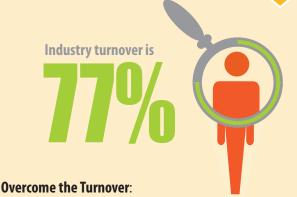


Image and branding are critical for Company C. Company C physical locations and marketing provide customers a truly unique experience. Cleaning up the forecourts was a never-ending challenge that, despite allocated resources, was stagnant and below corporate standards.

Key Challenges:

- Oil & diesel stains on parking stalls and fuel lanes
- Maintaining consistent expectations and execution company-wide

Keys to Success (or Improving Customer Experience)



In order to maintain a consistent program that last, Company "C" utilized CAF's on-going training calls, data analytics and built-in computer based training for all current and new employees.

Set Expectations and Follow-up:

When performance is measured, performance improves. Site audits, mystery shop scores and product movement were all used to identify and tailor to specific training needs.



RETURN ON INVESTMENT (ROI)



Return on Investment

Launched cleaning product and program in 1 division of 100 stores.

Sales growth was tracked as compared to 2 control divisions that did not improve exterior cleanliness.

Over 3 month period, division relative sales increased 5% versus control divisions.

Based on NACS average gross profit by store, a 5% increase in sales results in a 5x Return on Investment.



Online Reputation. 7 in 10 Americans seek online reviews before making a purchase.

(Mintel American Lifestyles 2015)



C-store Online Reviews show customers care about:

- 1) Friendly Service
- 2) Clean Stores
- 3) Fresh Food



Retailers that differentiate on key areas like cleanliness, safety & friendliness earn DOUBLE the wallet share.

(BCG 2013)