



# 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 led 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)

Industry turnover is

**77%**



## Overcome the Turnover:

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.

## FACTS



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)