



Case Study: Proven Results



Industry: Convenience Store
Locations: 575+

Key Highlights

- Improved customer experience and store image
- Systemic training ensures continued operational success
- A clean store exterior leads to a better customer experience
- Network-wide savings of over \$250,000 annually

"The new cleaning solutions we are adding for parking lot and dispenser cleaning shave huge amounts of time and effort off of what have been very labor intensive jobs in the past..."

- President & CEO

Their Story...



As part of a new Customer Excellence initiative, Company B Convenience Stores discovered several opportunities to improve the customer experience, improve cleanliness scores on outdoors areas while also reducing the amount of pressure washing.

Key Challenges:

- Oil stains on parking stalls and forecourt concrete
- Dirty fuel dispensers, garbage cans and soda stains

Solution:

- EXIMO® Waterless Concrete Cleaner
- OTIS Multi-Surface Cleaner

Improved Cleanliness



Measurable Results:



In six months, the number of stores meeting brand standards for exterior cleanliness increased 27%.

Key to Success: Operations Integration



- Regional on-site "Train-the-Trainers"
- Multilingual training documentation
- Ongoing training & follow-up calling

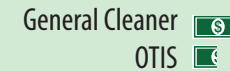
Cost Savings



Per Store Cost Savings:



45% annual savings

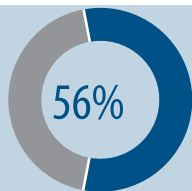


53% annual savings

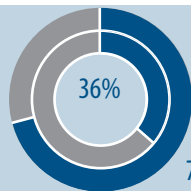


\$440 Annual savings per store

FACTS



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



71%

71% of a store's total sales are motor fuels, yet motor fuels account for only 36% of profit dollars (NACS Magazine)



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