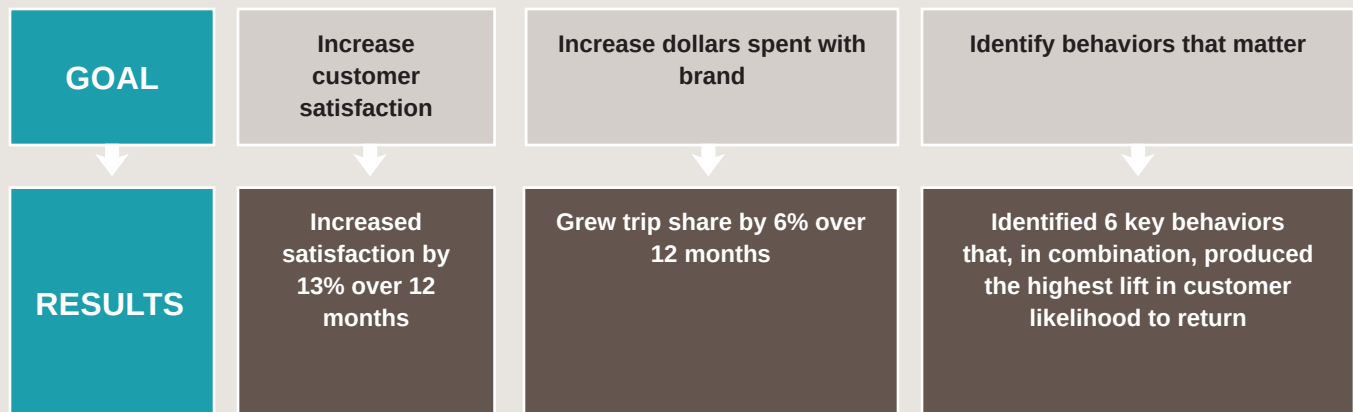


Petroleum

Major petro-convenience brand moves into the fast lane with Market Force

KEY RESULTS



AS AMERICANS TOOK TO THE NEW HIGHWAYS OF THE MID 20TH century, gas stations popped up to serve them. The traditional gas station operated with mechanics on duty pumping gas for customers and providing maintenance services. With the onset of self-serve gas pumps and the increasing complexity of cars, this model began to disappear.

NOT YOUR MOM-N-POP GAS STATION

Today, gas stations and convenience stores are positioned to meet the growing needs of the mobile consumer, and include stop-and-go stores and even fast food restaurants. However, successfully marketing any of the major brands is challenging today on two fronts. First the marketer-franchise model requires distributed training and brand compliance evaluation across thousands of gas station/c-store sites with different owners. Second, increasing sales requires that



every branded location—no matter where it is located and who owns it—must take the steps to keep customers coming back.

In order to stay ahead of the pack, one of the top U.S. fuel station brands turned to Market Force Information® to establish a comprehensive program that could review and measure brand compliance and consumer loyalty across all of its 7,000+ retail locations.

THE GOAL: MORE FUEL SALES

The ultimate goal? Drive fuel sales and repeat business. But what actions would actually do that? What matters most to consumers? Is fuel price and location enough, or does service, cleanliness and selection of fresh food factor in? Market Force needed to help the corporation understand how to drive change at the location level that would lead to capturing more wallet share. To achieve that goal, Market Force deployed two programs to measure customer attitudes as well as operational performance.

Measure operational excellence.

Market Force deploys the industry's largest mystery shopping force with hundreds of thousands of independent contractors across North America and Europe. They conduct mystery shops, on-site audits, telephone mystery shops, customer intercept surveys, traffic counts, promotional audits, call center audits and price tracking.

In order to get a full view of the customer experience at these fuel stations, Market Force leverages its mystery shopping force to measure a locations' ability to delight consumers, and comply with government regulations, corporate brand standards and best practice guidelines. The program provides detailed information and digital pictures that are immediately actionable by each location owner.

Understand consumer perceptions.

What kind of experience do consumers report? Are they delighted with their experience? Market Force manages a survey program that provides consumers the opportunity to give input—and for every store manager and marketer to hear it.

PUTTING IT ALL TOGETHER: INSIGHT ON-SITE

The magic happens when all this data is pulled together and analyzed. The fuel station brand uses KnowledgeForce®, Market Force's technology platform, coupled with powerful, predictive analytics to pinpoint what matters most to customers and what specific changes will have the biggest impact on sales. The heads of operations and training can quickly pinpoint burgeoning problems using operational metrics and take action, comparing region to region, high and low performers, quarter over quarter results, and trends over time. Market Force has been able to show the company what factors drive satisfaction and sales—and by how much. This insight has shown the company where to invest to maximize business performance improvement.

Those locations driving the highest levels of change over a 12-month period achieved a 13% increase in customer satisfaction and an estimated 6% increase in trip share. Market Force now works with the company to provide tools to

Comprehensive program that could review and measure brand compliance and consumer loyalty across all 7,000+ retail locations.



every level of the organization to drive change in operational compliance and customer-centric behaviors. And Market Force has been able to identify the six key behaviors, that when executed together, drive the highest likelihood to return. A winning combination.

A CUSTOMER EXPERIENCE PROGRAM THAT WORKS

Market Force conducts more than 40,000 evaluation visits for this U.S. petroleum powerhouse. Results have visibility across all levels of the organization and sales teams, and marketers and operators use the results to improve the bottom line. This integrated approach goes far beyond the data to help each location in each market make better decisions faster. And that fuels brand-level excellence.



Thought Leadership

877.329.9621
info@marketforce.com

Visit www.marketforce.com for more great content.



Protect your brand's reputation. Delight customers. Make more money.