

# TRUE COST OF CLEAN™

# Improving Customer Experience at the Pumps

Today's customers have choices. They don't want dirty, boring, or unexceptional retail experiences.

The following case study uses real-world data to examine the actions taken by a convenience retailer to improve the customer experience at more than 400 locations.

This retailer worked closely with CAF Outdoor Cleaning to develop and implement effective strategies. Success is measured using real-time ratings and location data from GasBuddy Business Pages.

Many petroleum retailers spend more on cleaning than they realize. Companies sometimes only track supply purchases, but on average these expenses only add up to just 17% of their True Cost of Clean™, while their employee labor costs account for 83%.

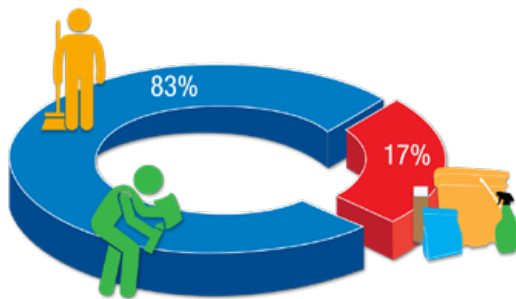
## GOAL:

Improve the customer experience at the fuel pumps across more than 400 locations by implementing an outdoor cleaning program and by implementing strategies for consistent execution. Cost reduction through improved labor efficiency was also a key priority — replacing other cleaning products and reducing or eliminating time-consuming pressure washing.

## IMPLEMENTED PROGRAM:

After successfully testing the products and training at multiple sites, the CAF Outdoor Cleaning program was rolled out to all locations.

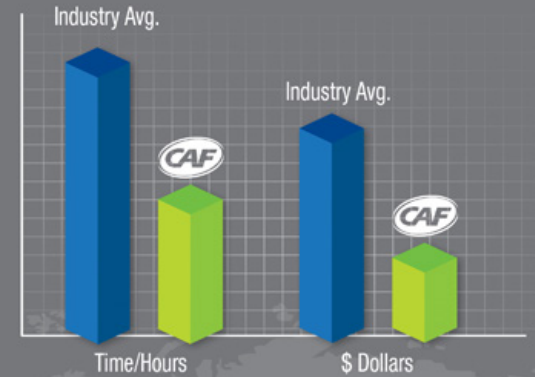
■ Labor Costs  
■ Products & Tools Cost



\* Based on industry average 4.2 hours of cleaning per week at burdened cost of \$16.41 per hour. (Source: CSP 2017 SOI Handbook)

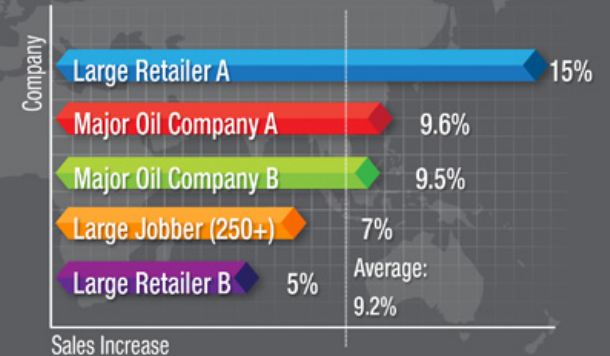
## INVESTMENT

Having the right tools for the job, combined with quality training, saves time and money.



## RETURN

We tracked 5 companies before and after implementing a cleaning program. On average these customers experience a 9.2% increase in sales.



## ROI (RETURN ON INVESTMENT)

For every \$1 invested in clean, the average CAF customer can expect \$5.16 in return.

Assumes 5% average sales increase, with industry average fuel volumes, in-store sales and pooled margins (Source: NACS 2015)





# 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)

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)