

Retailer Delivers Differentiated Experience To Consumers Exceeding Competitor Results From Rebranding

[How A Convenience Store/Gasoline Retailer Delighted Target Consumers To Drive Growth Through Same Store Sales & Acquisitions](#)

The Situation:

- Retail division of vertically integrated petroleum company underperforming
- Same-store sales lagging
- Competitors rebranded C-store/gasoline retail locations fueling significant growth
- Significant opportunities to grow through acquisition available
- Marketing, advertising & remodeling retail locations to rebrand require intense investment

The Challenge:

- Validate financial opportunity of rebranding c-store/gasoline locations
- Test consumer segmentation to ensure a focus on the greatest opportunity
- Align the people & the processes with the rebranding
- Develop an implementation plan that guarantees success

The Solution:

- Revised consumer segmentation found a more profitable segment with a significantly larger opportunity for increased loyalty & revenue growth
- Modeling of the drivers of consumer loyalty demonstrated how key employee behaviors would drive loyalty & business performance
 - Rebranding didn't drive for newly identified segment
- Marketing, advertising & remodeling investments put on hold, saving tens of millions of dollars
- Manager & employee training system deployed with minimal labor costs
- Economic, focused coaching of district and store managers executed
- One scorecard to forecast & manage performance from the retail location to corporate headquarters implemented

The Results:

- Store manager talent upgraded
- Improved perceptions of petroleum product quality & c-store pricing
- Double digit increases in employee satisfaction, consumer loyalty, average transaction & same store sales
- Revenue & margin results exceeded 15% achieved by competitor rebranding
- Tens of millions of dollars re-allocated from rebranding to fund acquisitions
- Acquisitions integrated using training, coaching & scorecard

For More Information:

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