Success Story

AccuStore™

Professional onsite surveys
improve marketing plans,
store efficiencies and ROI

THE CLIENT

Regarded as a pioneer of the modern supermarket, Giant Eagle operates more than 400 retail locations ranging in size from 120,000 square-foot grocery stores to smaller neighborhood markets and convenience stores.

THE CHALLENGE

The retailer wanted a better understanding of all its stand-alone and pad site supermarket and convenience store locations so it could improve marketing plans. Documenting and tracking the different assets and services available at each location would also help empower their operations and facilities management decisions.

THE SOLUTION

Our professional site survey team visited each and every location to build a comprehensive retail profile with digital photos for each grocery location, including data such as the number of signs and assets (freezers and ovens) in frozen foods and bakery, counter dimensions in the pharmacy, and how many carts were in the cart corrals outside. The data collected at the convenience store locations included the size of windows, number of pumps and car wash area dimensions. We then implemented our site intelligence platform to maintain the data.

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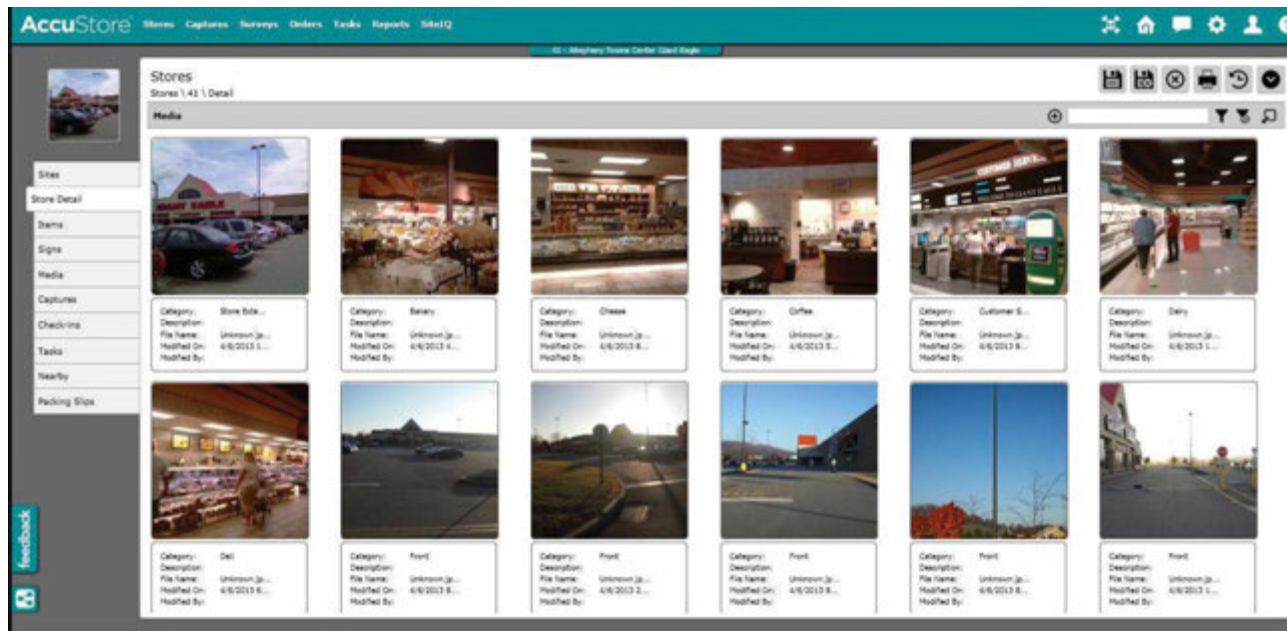
"Your survey services provided the data we needed to have a comprehensive understanding of each site location - from the services offered at each site down to the exact dimension of every wall, window and sign," said the Senior Manager of In Store Communications. "The survey team also captured a great library of photos that we can easily access on the site intelligence platform. This software is ideal for viewing, updating or sharing the photos as well as sign and equipment details to help us quickly determine and roll out the best marketing campaigns for each store. And, it's made the job much easier for facilities and operations management - no more guess work on equipment details. We are already seeing the return on investment just a couple of months later. It was money well spent!"