

Success Story

Online survey provides quick accurate data, cost savings



THE CLIENT

Circle K Florida has more than 400 stores across Florida that are open 24/7, 365 days a year. They are one of the eight Circle K regions in the U.S. Circle K Florida offers a wide variety of quality products and services in a fast, friendly and clean environment.

THE CHALLENGE

As the Marketing VPs completed their routine store visits, they noticed a lot of wasted signage. They began to question the accuracy of their database and the amount of money being spent on printing the right quantity of signs. Circle K wanted their Market Managers to circulate a spreadsheet to verify the amount of outdoor signs needed before their next reprint - two weeks away. But would that be updated in time? And would it be any more accurate?

THE SOLUTION

We recommended using our site intelligence software as a more accurate and secure alternative to a spreadsheet. The built-in online survey tool is ideal for gathering this type of information. A quick email to the market managers helped to determine the exact number of outdoor signs actually needed and also highlighted how much overage was being printed and wasted leading to a large cost savings per order.

Success Story

#3 - How many Pole Sign Frames does store have? A pole as s

If store does not have, Answer with 0 for quantity.

Answer:

Pole Sign

Pole Sign Hardware



These frames attach to poles like shown. A quantity of (1) equals (1 set); both left and right.



#1 - How many Yard Frames does store have?

If store does not have, Answer with 0 for quantity.

Answer:

Yard Frame

Yard Frame



These frames insert into ground with stakes as shown.

“Your online surveys provided us with the exact data we needed, and in a much more efficient process than the spreadsheets we had been using,” said the Vice President of Marketing and Instore Communications. “We saved over 30% of our monthly POP budget by reducing the quantities of outside signs ordered, which enabled us to print exactly what our stores need with no overage. And the software makes it easy to access, update and share this data going forward. Thanks!”