

Accurate Data from On-site Survey Provides Cost Savings, Improved Execution

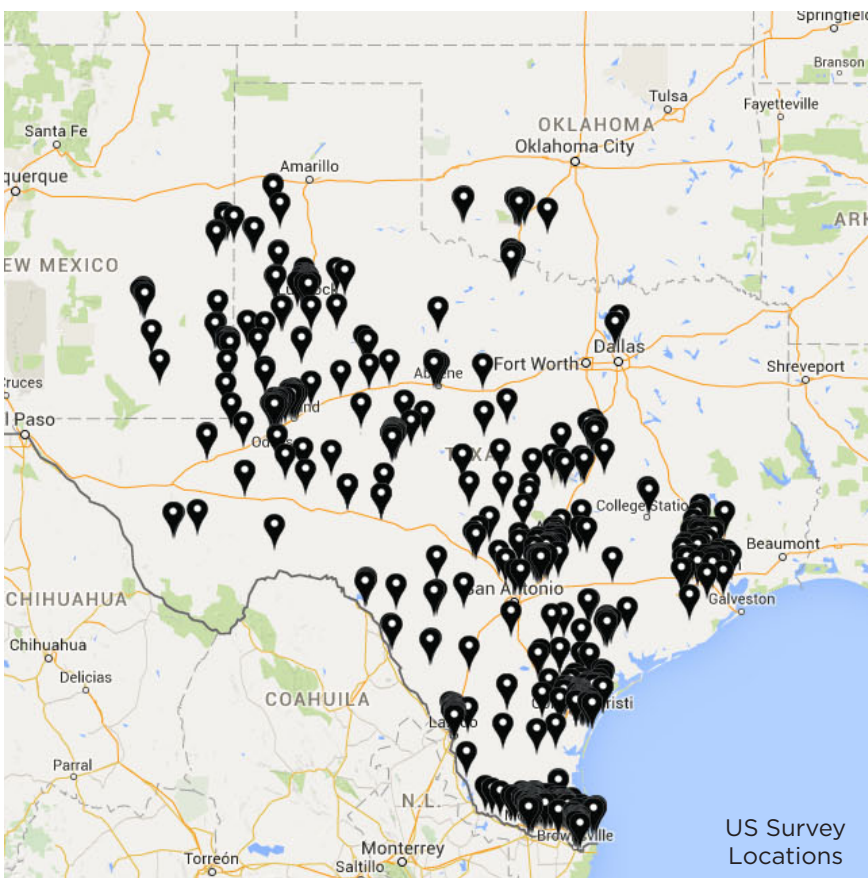
AccuStore®

THE CHALLENGE

A leading convenience retailer with over 500 stores had in-store execution challenges. GSP offered to help pinpoint the areas for improvement with a professional on-site survey that would provide accurate data about each location such as sign types and equipment details.

THE SOLUTION

GSP sent a professional survey team to conduct on-site surveys at all 500+ stores. They completed a comprehensive profile with digital photos of each location that included detailed data of all in-store assets. The data was then made available on the AccuStore platform.



On-site surveys resulted in accurate details about every store in a secure, easy-to-access AccuStore database.

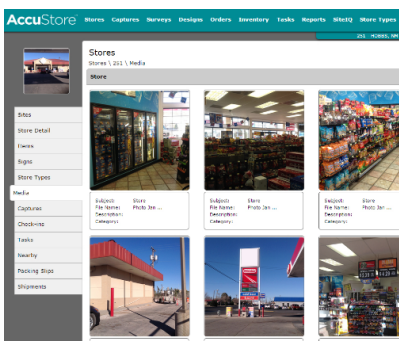
THE RESULTS

Reduced Waste



The company reduced waste (and expenses!) from previously ordering the wrong sign types.

Faster Execution



Having centralized access to accurate information increased the speed to market.

Increased Sales



Having easy access to data enabled store employees to focus more on customer service.

Achieved positive ROI in only 7 months.