

Success Story



Accuracy leads to big savings
of time & money



THE CLIENT

We are proud to call the midwest business unit of Circle K stores one of our clients. The region is responsible for operations of approximately 500 stores in Minnesota, Iowa, Missouri, Wisconsin, Illinois, Indiana and Kentucky. The Circle K brand is one of the most highly regarded convenience store brands in the world, known for its quality products and customer service.

THE CHALLENGE

Circle K Midwest was in desperate need of a new site profile solution. The accuracy of store data provided by a previous vendor was questionable. Updates were being made in several locations, which led to confusion. CKMW needed one centralized source with the ability to add photos, assets and signage specs, as well as help verifying quantities for in-store assets.

THE SOLUTION

We brought in AccuStore, our award-winning site profile management platform. It gave CKMW a streamlined, centralized solution for ongoing, automatic database updates and reporting. The audit feature made it easier to verify store specific needs. The built-in online survey tool helped them quickly collect data to ensure the correct quantities for marketing materials and fixtures made it to the right stores every time for a considerable savings of time, manpower and POP costs.

Success Story



Home

0 of 1 Answered
(Survey is not Complete)

Section 1

#1 - We show that your store does not have any ordinances against yard frame signs. Do you have enough room to place the new yard frame?(It is 48"W x 48" H) See image below.

Please answer if the new yard sign will fit.

Answer: ☐ Yes ☐ No ☐

Comment:

Yard Sign Example



Circle K Midwest used the Online Surveys to collect accurate data and to determine if any local legal ordinances were in place that might affect sign placement. The answers helped to determine the correct number of yard signs required within the Midwest region, decreasing the number from 535 before the survey to 318 after the survey—for a savings of 35%.

Implementing the Rules feature for door signs, and the number of entrances, has also helped to drive POP cost savings. Before the rule, the number of front door signs was 1436 and after it was 1136—for a savings of 21%.

AccuStore provided an ideal solution for ensuring Circle K Midwest's store data is always accurate, enabling them to print exactly what their stores need with no overage—saving time and money in the process.