

# Drive Convenience Store Success with Retail Technology

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Strategies to Improve Customer Engagement by  
Optimizing Store and Labor Operations

# The Multiple Challenges Facing C-Stores

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Employees work multiple jobs and have complex availabilities, making the process of labor scheduling even more complicated. **Customers demand a more personalized in-store experience**, and become frustrated when the experience isn't seamless. Pressure from increased competition drives stores to offer more innovative and exciting services to the customer, which take more work to effectively execute.

But c-stores also have their own unique challenges. They face competitive challenges from quick-service restaurants (QSRs), pharmacies, grocery stores with pumping stations, and dollar stores, all of which are improving product and technology offerings, providing a more powerful and convenient in-store experience.

As a result, **c-stores face a branding challenge**. They need to discover how can they differentiate themselves from the competition, giving customers something that they couldn't get at a QSR or a dollar store.

# Making Your C-Store Stand Out

C-stores are beginning to contend with the challenges they face by adding more product variety and more technology to their stores.

However, this means that more work needs to be accomplished and more safety regulations need to be implemented. Store associates need to keep more products stocked on the shelves and district managers have to complete more involved, careful audits to ensure operations are efficient.

The key to addressing these challenges is **creating a c-store that customers see as a destination**. Customers need to understand that the c-store offers a variety of items and a shopping experience that fits the lifestyles of today's shopper. It's unique value and an excellent in-store experience that can help c-stores stand out as the place customers want to go.

While rebranding as a destination creates additional work at the store level, c-stores can handle the increased workload by **utilizing a comprehensive technology strategy** to optimize store and labor operations, creating an excellent in-store experience for the customers.

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# Streamlining Communication

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**Communication in any organization is difficult.** Store operations suffers when there's little visibility into who needs what communication and when there's an overload of communication sent to stores. Effectively communicating promotions, product recalls, and other critical tasks across hundreds of stores and thousands of employees is impossible without the correct tools.

**Task management is the first step to accomplishing this.** With task management, store associates have one place where they can access all of their tasks, making it simple to plan, prioritize, and complete all work in the store. Corporate can communicate critical tasks down to the stores, and district managers can send store associates follow-up tasks as they complete store audits.

In addition to task management, a messaging system gives retailers the ability to **quickly communicate messages with one another**. This gives retailers the ability to solve critical problems as soon as they arise, ensuring that store managers and associates have the information necessarily to immediately respond.

**Streamlining communication** between corporate, the field, and the store is essential to optimize store operations. A unified task management and messaging system **saves valuable time**, helping retailers accomplish the increased work required today.

# Allocating Labor Effectively

Store associates are also the key to a memorable customer experience.

When store associates are able to efficiently complete their work, **they can spend more time helping customers**, bringing a personal touch to the customer journey.

Much of this comes down to ensuring that the right number of store associates with the right blend of skills are scheduled at the store. With a powerful workforce management solution and analytics tool, retailers can look at how much traffic and how many tasks have historically occurred at any point. This provides the ability to **effectively allocate labor based on data analysis** instead of conjecture.

Workforce management solutions make a massive impact on the ability of store associates to engage with customers. When labor is allocated to best fit in-store traffic and task workload, store associates aren't overwhelmed with work and can focus on their most important task: **providing an experience that customers will remember.**

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# Utilizing Interactive Technology

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Every step of the customer journey should compel customers towards the next step. Every interaction, with both associates and the store’s systems/environment, in the store or at the pump, should make it simpler for them to complete their purchases.

To accomplish this, **c-stores can utilize interactive technology to facilitate further customer engagement.** For example, screens at gas pumps are being used to deliver advertisements, promotions and other media to customers encouraging customers at the pump to come into the store. By using interactive technology throughout the customer journey, c-stores can dramatically improve customer engagement and the in-store experience.

As these technologies drive improvement at the store level, it’s **critical that store and labor operations are optimized.** It takes more work to manage this technology and accommodate increases in customer traffic, and better scheduling systems to match labor schedules to the increased task workload.

**Task management and workforce management solutions have the power to address this.** These solutions ensure that, as new interactive technology implementations create more work and increase customer traffic, task completion rates remain high and employee schedules are aligned with the task workload.

# The Power of a Single Platform

The best way to incorporate all of these technologies into a broader strategy is by **utilizing a single work platform** that allows **task management, workforce management, messaging systems, and other solutions** to operate seamlessly, creating an ecosystem where the right tasks are being sent to the right person at the right time.

With retail becoming more complex, giving store managers and associates a single platform is critical to **simplifying the way they complete their daily tasks**. By eliminating the complicated process of switching between applications and using multiple interfaces, retailers can streamline communication, provide visibility across the organization, and empower associates to work more effectively.

C-stores need these benefits to excel over the dense competition from QSRs, dollar stores, and other retail verticals. With a single platform of retail solutions, c-store retailers can **simplify work and optimize their store and labor operations**, creating the perfect destination for their customers.

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# About Reflexis Systems, Inc.

The Reflexis cloud-based Real-Time Store Operations Platform helps retailers simplify store operations, provide improved line of sight for field managers, and streamline corporate processes. Reflexis store execution, labor operations, mobility, and analytics solutions enable retailers to unleash the power of store associates, giving them more opportunities for customer engagement, providing customers with a more consistent brand experience.

Since 2001, Reflexis has helped more than 250 of the world's best retailers improve store-level execution and drive quantifiable business value and significant ROI.

Reflexis Systems, Inc. is privately held and headquartered in Dedham, Massachusetts and has offices in Atlanta, London, Düsseldorf, and Pune (India), with additional sales presence across Europe and Latin America.

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