



GATE Petroleum Saves Time with Reflexis Task Manager and Q-Forms

The Reflexis ONE™ real-time work platform streamlines task and workforce management, improves visibility for managers, and empowers a superior customer experience

SUMMARY



Customer

GATE Petroleum
Jacksonville Beach, FL

Industry

Retail convenience stores
and service stations

Challenge

Manual processes for communicating and reporting on projects, which wasted valuable time for store associates and managers

Solution

- Reflexis ONE™ platform

Results

- Achieved 95% completion rate for in-store projects
- Reduced phone calls reporting in-store issues by 60%
- Eliminated communication barriers between store, field, and corporate

GATE Petroleum Company operates more than 200 convenience stores and service stations across the Southeastern United States.

Their stores offer a range of formats and services to provide for their customers and their vehicles, including grab-and-go food, a fast-casual Fresh Kitchen, fuel sales, and car wash facilities.

With a corporate ethos of “Serving Up More,” GATE takes pride in meeting customer needs and providing an unbeatable customer experience.

Challenge

In order to provide that top-tier customer experience, GATE wanted to update their store execution procedures. They had many manual processes for communicating and reporting on projects, challenges, and opportunities in the store, which wasted valuable time for store associates and managers.

GATE wanted to streamline and digitize these processes to ensure their stores operate efficiently, and their on-the-go customers have a truly convenient experience. “It’s about serving them faster, saving them time and providing them a very intelligent solution,” says Attila Toth, the Operations Project Manager at GATE. “We can’t have outs and we can’t have missing products.”

Solution

GATE implemented the Reflexis ONE™ platform to simplify and streamline their store operations. Using Reflexis Task Manager™, store, field and corporate staff can easily view, complete and follow up on tasks in the MyWork™ user interface. Toth explains, “It is just a matter of seconds... to complete a project and notify a manager, store clerks, even territory supervisors about certain issues, certain projects, and very important communications.”

SUCCESS STORY
GATE PETROLEUM

To further streamline communications, GATE uses Reflexis Q-Forms™, which allows them to centralize and digitize all the store-level forms they use for reporting delivery or vendor issues, recording loss prevention incidents, making store suggestions, and more. All these forms are now searchable within MyWork and are automatically escalated to the correct person or department for follow up. Q-Forms bridges the communication gap between stores and corporate departments, improving the accuracy, speed, and efficiency of tracking and correcting issues in stores.

These efficiency improvements have been particularly impactful when maintenance issues occur. Prior to implementing Q-Forms, store managers would report issues to field supervisors, who would in turn report them to the maintenance department. This resulted in hours of back and forth phone calls to report issues, confirm details, and request updates. Now, store managers simply complete the maintenance request form with standardized information and submit it digitally to the supervisor for approval and escalation. With more detailed request forms, GATE has been able to resolve as much as 12% of issues without needing to escalate them to the maintenance department.

Benefits

Since implementing the Reflexis ONE platform, GATE has seen measurable improvements in operational efficiency and store execution. “We were able to see a great increase at the store level when it comes to completing projects. We went from an average of 60% to over 95%,” Toth explains. He also estimates that, by simplifying reporting with Q-Forms, GATE reduced the number of phone calls between stores, field supervisors, and corporate by 60%, saving hundreds of hours per year.

“The most important benefit that we gained out of this task management system was time savings at every level,” Toth says. “Today, the stores are able to communicate faster, we’re able to deliver solutions faster, and it makes us happier.”



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Attila Toth,
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