

CUSTOMER EXPERIENCE INFORMATION, INSIGHTS & ACTION CONVENIENCE STORE/PETROLEUM

With locations ranging from large cities to remote towns, consistently measuring and maintaining the customer experience can pose a major challenge for convenience store/petroleum operators. Utilizing our network of more than 300,000 mystery shoppers, Market Force Information is well equipped to address your brand's customer experience. We know the impact of operational compliance, merchandising execution, safety and cleanliness, and can help improve store-level performance in locations that need the most assistance.

Market Force Information delivers a unique combination of customer experience information, insight and action. Our **OnSight** evaluation and action solutions utilize multiple methodologies to provide a complete picture of your customer experience and deliver the store-level action you need through a full range of merchandising services. Our **InSight** solutions maximize the impact of customer information with rigorous statistical analysis highlighting actionable solutions and automated training and rewards programs that translate into immediate results. As the single source provider for these solutions, we are your critical link to patrons and your partner in maximizing their experience.

THE MARKET FORCE INFORMATION DIFFERENCE

- Breadth of solutions addressing your customer experience
- Industry expertise and shared best practices
- Proprietary data delivery technology that puts all your customer experience information into a single reporting platform
- Industry-leading insight and action solutions for more informed decisions based on the best collection of data available

BENEFITS

- Pinpoints focus areas for greatest ROI
- Improves operational performance
- Aligns customer experience with expectations
- Ensures proper distribution and placement of products
- Identifies significant performance gaps and best practices
- Uncovers behavior patterns leading to revenue opportunities
- Tells a story that provides consultative recommendations



INTEGRATED SOLUTIONS DELIVERING A HOLISTIC VIEW OF THE IN-STORE EXPERIENCE

OnSight: Evaluations and Action

- Mystery Shopping
- Web and IVR Customer Surveys
- Merchandise Audits
- Pump Labeling Compliance
- Competitive Evaluations
- Pricemark price tracking
- Product Merchandising
- Crisis Management

InSight: Identify Solutions

- Analytics & Insights
- Triggered Training® and Rewards
- Loyalty Lift Calculator

Discover how Market Force Information can improve your customer experience. Call 303.402.6920 or email sales@marketforce.com.