

Optimize Store Tech to Save Labor, Boost Customer Satisfaction

Creating great shopping experiences and peak efficiency in the store takes some strategizing behind the scenes. Technology additions can help retailers prepare for ongoing success—and improved customer satisfaction.

In-store foot traffic is likely to keep increasing.

- As of Q2 2022, fuel customer conversion remains steady at 52%.¹
- C-store operators report feeling confident that in-store traffic, foodservice sales and fuel traffic will each improve within the next six months.²

While retailers look forward to more shoppers in the store, **challenges threaten to undercut retailers' abilities to support larger volumes of in-store traffic.**

C-STORE RETAILERS' CURRENT TOP CONCERNS INCLUDE²:

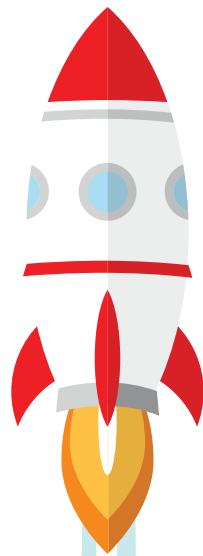
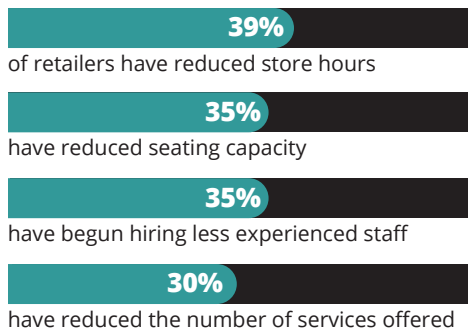
- Labor challenges
- Supply chain complications
- Product availability

LABOR CHALLENGES CAN THREATEN CUSTOMER SATISFACTION.

- Most c-store retailers say their stores are understaffed.²
- Most c-store employees report that shoppers are annoyed by slow/poor service.³

Some strategies employed to address labor issues can mean losing potential sales.

COMMON STRATEGIES INCLUDE³:



Solutions needed to preserve foodservice success

While foodservice is a c-store category with exceptional potential for growth, its success is susceptible to labor and supply chain challenges.



About 2 in 3 consumers say they purchase prepared foods or beverages from the c-store at least weekly.¹

50%

of consumers say they're less likely to return to a c-store foodservice establishment or recommend it to a friend due to slow service.⁴

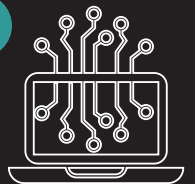
McLane offers several technology solutions that help retailers optimize their business—saving them time and labor costs.

Some of the solutions include McLane's Smart Handheld with POMS, which allows retailers to execute various store-level tasks including ordering, receiving, physical inventory, store-level reclamation and direct store delivery, as well as McLane's Customer Managed Inventory (CMI), which generates orders based on movement in the stores combined with inventory levels. Visit mclaneindie.com to learn more about how tech innovations can help independent retailers relieve labor challenges, navigate supply chain complications and more.

Turning to Tech

31%

of consumers say it's important to them that a c-store foodservice establishment have tech amenities.⁴



32%

of c-store foodservice employees say that incorporating more technology into operations would reduce strain on staff.⁵

Sources:
¹Technomic's Q2 2022 C-Store Consumer Marketbrief
²Technomic's Oct. 2021 C-Store Operator Update
³Technomic's 2022: Year of the Climb webinar
⁴Technomic's Q4 2021 Quarterly Consumer & Operator Outlook Report
⁵Technomic's Oct. 2021 On-Premise Outlook: Economic & Industry Trends

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