



PETROL STATION STORE SURVEYS

Case Study: Retail Store Survey – Retail Service Company

A retail service company needed a solution to complete **petrol station store surveys** in various geographical locations

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A retail service company that provides services to manage and optimise space for international retailers, required the support of RGIS. The company employs around 100 people in the UK, working for retailers across the world.

REQUIREMENT

The retail service company needed a solution to **complete petrol station store surveys** in geographical locations.

The company required RGIS to provide the following:

- Coverage in **North America and Europe**
- Complete **store surveys within selected petrol stations**
- Complete **floor plans** that can be linked to the company's space planning software

SOLUTION

The retail service company partnered with RGIS to complete the **petrol station store surveys project**, and RGIS provided the following:

- **France – 63 stores surveyed over 35 days**, with 18 district teams
Up to two stores completed each day due to relative geographical spread of stores
- **Canada – 366 stores surveyed over 60 days**, with 16 district teams
Two to three stores completed each day by each team
- Site sizes varied from small (10 bays) to large (+150 fixtures) and took an **average of three hours to complete**, with a further 30 minutes post survey processing
- Experienced RGIS auditors created a **representative sketch of the store layout** and annotated each fixture on the plan using an alpha numeric labeling system
- Survey was then copied onto a spreadsheet printout where RGIS **recorded the size of the fixture, type of fixture and planogram name** (predetermined by the customer)
- **RGIS captured photos of the individual bays** and several overview shots so that the information captured on the paperwork could be assessed and verified as there were no previous plans to reference
- All the photos and paperwork were **uploaded to an SFTP site**

RESULTS

The retail service company found by outsourcing the **petrol station store survey project** to RGIS, the following was achieved:

- RGIS provided a **scanned and annotated drawing of each store as a PDF** which was quality checked by RGIS before being delivered
- The company successfully imported the drawings into their space planning software



By partnering with RGIS, the retail services company were able to complete the planogram overview thanks to **RGIS teams completing the store surveys in North America and Europe**



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Multiple Store Surveys



Global Coverage



Accurate Data



Collaborative Approach



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