

Client Case Study—Innovative Learning Solutions

Blue Canoe Convenience Stores: Driving Industry-Leading Performance

The Challenge:

Our client, Irving Oil, had completed re-branding of their chain of Blue Canoe Convenience Stores and wanted to improve the consistency of the customer experience.

The Solution:

SPCI customized our POWER!SERVICE™ System to address the client's specific needs:

- We identified “Exceeds” versus “Meets” behaviors from top performers working in top performing stores.
- We then integrated these findings with best practice research on service behaviors.
- From this data we developed specific behaviors to support a more consistent delivery of TREAT: their five-step process of customer service.
- Finally, we delivered a one-day coaching program to store managers followed by an e-learning program to employees to learn and practice the new coaching skills and front-line behaviors.



The Results:

Spend per transaction rose over 12 percent and overall transactions rose 8 percent. Top Box Customer Satisfaction improved by over 10 points over a 9-month period and the company led the Convenience Retailer industry in customer satisfaction.

The Service Profit Chain Institute

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