



## SOLUTION BRIEF

# Driving Digital Transformation: How Theatro is Making Convenience an Experience

## Convenience vs. Experience ... or is it **both**?

Convenience stores are no strangers to the evolving demands of today's consumers. Not only are more consumers choosing brands based on their ability to provide fast and convenient service, but they are tying their loyalties to brands that provide a convenient **and** good customer experience. And while C-Stores have not been historically known for this next-level service, it has become the baseline standard for those C-Stores at the top who continue to grow their customer base beyond those looking to fill up their gas tanks or buy a lottery.

### Meeting the New Convenience Store Demands

Today's top C-Stores are not just competing against local gas marts but have begun capturing business from brands in the Fast Food, Grocery, Dollar Store, and Pharmacy markets as well. With differentiated product offerings and next-level Curbside and Drive-thru services, these hybrid one-stop shops provide customers with the options they expect while also maximizing revenue opportunities. However, to retain those customers willing to bypass their neighborhood gas mart or grocery store for the local C-Store must **deliver on convenience and experience to outperform the competition and drive increased customer loyalty.**

Though more product and ordering options are setting C-Stores on the right track for improving the customer experience, outdated store technologies that once sufficed are falling short in equipping store teams with the capabilities needed to win in the digital age. C-Stores need an end to end solution that will transform their operational processes and help drive game-changing customer experiences and employee engagement.

## Key C-Store Challenges

01

**Next-level service & operational needs remain**  
BOPIS, curbside, 3rd party delivery and remote management

02

**Technology needed to automate workflows/tasks**  
Inventory management, task tracking, store audits and reporting

03

**HQ-to-store communications rarely reach the frontline**  
Multiple channels used create confusion or are ineffective

04

**Associates are stretched thin with too many tasks**  
Broader product mix drives more tasks and impacts team productivity

05

**Difficult to onboard/train associates on new procedures**  
Limited resources to get associates familiar with new processes and tech

The first step is to **connect all C-Store team members and empower them to work together as OneTeam** so that they can serve customers, complete tasks and do their jobs well.

## Convenience for your Frontline Teams

As the face of the brand, your frontline team members have the ultimate responsibility of providing fast, friendly, and consistent service to your customers. Yet, most on the frontline are not equipped with the tools they need to do their job well, making finding information or providing efficient service in-store or at the curb feel impossible. And more, they are totally disconnected from each other and the enterprise, which causes them to miss critical updates and thwarts morale, engagement, and performance capabilities.

According to a recent Gallop Study, **"Highly engaged teams show 21% greater profitability... And those teams who score in the top 20% in engagement realize 59% less turnover."** In addition to improving profitability and turnover, driving engagement from the Frontline, the most valuable resource, also helps prevent poor customer experiences, which are often the main factors in determining a customers' likelihood of returning to the store in the future. Therefore, the first step to overcoming the many challenges facing C-Stores is to connect all team members and empower them to work together as OneTeam to serve customers, complete tasks and do their jobs well.

## How Frontline Innovation is Transforming C-Stores

Theatro has been at the **forefront of innovation in frontline communication** for years, partnering with the world's most notable brands to drive increases in both efficiencies and service. In addition to working with every customer to curate the perfect solution of Essential and Advanced voice apps, customers can also innovate, test, and implement new custom solutions risk-free as part of Theatro's Innovation Program. Some examples of how customers are leveraging Theatro's Mobile Communication Platform include:

- In-ear alerts that are sent to the first available and qualified employee any time **register backup** is needed
- Updates when leadership **assigns a new task or recognizes a team member** for outstanding performance
- Notifications about **new mobile and Curbside orders** or when someone has arrived for pickup
- Automated **reminders to perform routine tasks** such as updating fuel prices or checking restroom cleanliness

Theatro also helps store leaders drive productivity and team member engagement with the Manager's Mobile App. At any time or from anywhere, leadership can use their app to send real-time direction, coaching, and recognition right to the ears of individual team members, groups, or an entire store or district. Likewise, team members can easily send voice messages to leaders off-site with their Theatro Communicators, which the leader can access on their smartphone.

Sources: *State of the Global Workplace 2021 Report by Gallup*. <https://www.gallup.com/file/workplace/349484/state-of-the-global-workplace-2021-download.pdf>

# The Intersection of Convenience + Experience = Opportunity

**External Comms**  
HQ-to-Store Announcements, Promotions, Policy Changes, Upgrades, Manager Updates



**Connected Teams**  
Real-Time Comms, Find Answers, Request Backup, Daily Huddles, Store Groups



**Location & Staffing**  
Automate Labor Deployment, Locate Working Associates, Monitor Productivity



**Training**  
Onboarding, Proficiency Building, Training Apps, Custom Trainer Roles



**Automated Alerts**  
Curbside, Mobile App, 3rd Party Delivery, Sales Logs, Customer Asst. Buttons



**System Integrations**  
Cameras, Sensors, Scales, Task Management, Emergency Procedures



**In-Ear Reminders**  
Food Temps, Assigned Tasks, Parking Lot/ Restroom Checks



**Inventory**  
Item Location, Recalls, Counts, Low Product/ OOS Warnings





# C-Store Case Study



## CHALLENGE

A major East Coast C-Store chain with over 900 locations struggled with in-store communication and a disjointed Curbside operation due to limited team member access to shared computer screens, mobile devices, and legacy Motorola two-way radios. Busy team members often missed new curbside orders alerts, which led to long service times and unhappy customers waiting in their cars. To reduce these poor experiences, stores began designating a single staff member to cover Curbside orders, which wasted labor and hindered productivity.



## SOLUTION

Theatro outfitted every team member with a voice-powered Communicator, connecting them to their team, managers, and critical enterprise systems. Using Theatro, connected employees began receiving in-ear notifications the second a customer placed a Curbside order, when it was ready for pick-up, and when the customer arrived. Integrating Theatro with the chain's consumer mobile app also enabled customers to provide details about their vehicle's description, parking spot number, and other special instructions such as: "No ketchup on that" or "My dog is in the car." Additionally, their frontline gained access to a host of other Advanced and Custom voice apps designed to tackle daily tasks and responsibilities, including:

- Camera integration and Customer Assistance apps to deploy help where needed
- Advanced Operational Efficiency and Task Management apps with automated reminders
- Employee Recognition apps to help drive team member engagement, productivity and retention



## RESULTS

After proving the value of Theatro's Mobile Communication Platform, the C-Store chain began rolling out Theatro across their stores to **accelerate the Digital Transformation** for their entire Frontline workforce and increase their team's overall collaboration, engagement, and productivity. The following benefits helped the C-Store chain demonstrate Theatro's value from pilot to deployment:

- A completely reimagined, integrated Curbside operation that led to **tripling digital orders** in a single calendar year
- **Significant improvements** in overall customer experience thanks to reduced wait times, store cleanliness, and self-checkout kiosk assistance
- **Reduced employee turnover** due to enhanced recognition that also helped increase engagement

## Connect with Theatro!

Theatro's Mobile Communication Platform enables C-Stores to maximize labor to manage tasks and critical customer service processes while also providing a differentiated customer experience. By removing communication barriers, frontline teams become empowered to collaborate and work more efficiently as OneTeam that can consistently offer customer experiences that compel customers to return again and again. If you're ready to arm your frontline team with the technology they need to be successful and provide game-changing customer experiences, contact us at [info@theatro.com](mailto:info@theatro.com) or [schedule a demo](#) today!