



## Convenience Store Chain Thrives Through Long-Term Partnership

### Results

Through a unique and far-reaching partnership now spanning more than 15 years, Taylor has helped the client thrive in the marketplace.

### Challenge

One of the nation's leading convenience store chains reached out to Taylor for help with its customer loyalty program. That relationship soon grew as the company acquired another C-store chain, nearly doubling in size. Impressed by our prior performance with the loyalty program, the client engaged Taylor to coordinate and consolidate a range of chain-wide communications processes across its expanding store network.

### Solution

Taylor immediately got to work and assisted with the complex rebranding efforts for more than 1,000 newly acquired locations nationwide.

- We created a program to provide promotional materials, targeted direct marketing campaigns for the geographical areas around each affected store, and fresh interior and exterior signage — including installation services and research into local signage ordinances.
- Our success in this area led us to provide a variety of support services to the client's human resources department including employee open enrollment and benefits information, recruitment and hiring events, new hire processing, and ongoing training and professional development.
- The relationship expanded further to encompass workflows and technologies supporting the client's employee uniform program, including a Taylor-designed system that interfaced directly with the client's employee data feeds to trigger automated uniform orders based on pre-defined business rules.



#### **BUSINESS GROWTH**

The client now has 50,000 employees and operates a diverse base of nearly 3,000 stores nationwide.



#### **SINGLE-SOURCE SUPPORT**

Over the years, Taylor has provided everything from labels and gift cards to data and analytics services.



#### **SERVICE EXCELLENCE**

In honor of this extraordinary relationship, the client recently named Taylor its "Retail Support Business Partner of the Year."