

## How a Rapid Response Sanitization Program Kept Stores Open

### Customer Profile

- ▼ The client is one of the leading convenience store brands in the world, operating over 11,000 stores in North America.
- ▼ They are known worldwide for their stores' 24/7 hours, range of products, and ability to handle high volumes of customers quickly.
- ▼ They were classified as an "essential" business, remaining open during the COVID-19 pandemic.

### The Situation

- ▼ While the most of their stores remained open during mandatory stay at home and shelter in place mandates, in-store traffic was down significantly.
- ▼ In the stores that remained open, some employees reported testing positive for COVID-19, forcing temporary store closures.
- ▼ Store closures, on top of reduced in-store traffic, led to an acute loss of sales and revenue, with no end in sight given the unknowns of the pandemic.

### The Challenge

The company needed a way to quickly sanitize their sites to re-install customer confidence regarding cleanliness, as well as reassure their franchisees there was a formal process in place for site decontamination.

The overall cost of a multi-site solution was a concern, as customer traffic and volumes were down during the pandemic in general, impacting store revenue across the entire enterprise.

### The Solution

Vixxo partnered with the customer to deploy a rapid response protocol for scheduling onsite sanitization of locations after a confirmed case of COVID-19 was reported.

This included quickly dispatching qualified technicians to apply a non-toxic, noncorrosive, and FDA/EPA-approved virus-killing sanitizer per a detailed plan that accounted for store layouts and high-contact areas.

To contain costs, Vixxo leveraged its extensive service provider network and relationships with cleaning solution manufacturers.

### Results Delivered



≈ 4  
hour response time  
after notification

Within 60 days of starting the program, 100+ sites were sanitized following a report of COVID-19.



< 24  
hours avg. completion  
time for sanitization

The 24-hour turn-around time led to reduced downtime after an exposure, protecting revenue streams and sales to resume quickly.



150,000+  
technicians in our  
service network to  
rapidly respond

Additionally, franchisee confidence increased knowing that a clear process and response protocol was in place should the need arise.

*“Our strong relationships with biohazard partners, extensive service provider network, and inventory of approved sanitization products will allow our customers to quickly restore guest confidence.”*  
- Solutions Architect, Vixxo



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