

4,000+ Stores In Less than 10 Days

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

- ▼ With customer volume down due to COVID-19, the store operator needed a scalable protective barrier solution for the registers at 4,000+ stores.
- ▼ The plexiglass solution needed to be on-brand and could not interfere with the volume of business running through their stores.
- ▼ Completing the installations was extremely time-sensitive, as the customer had made commitments to various stakeholders to have everything complete by a set date that was fast approaching.

The Challenge

Having 4,000 stores in scope to have an installation completed presented several complex logistical challenges. Beyond the fundamental challenge to source materials in a highly competitive market for plexiglass sheets and suitable hardware, the stores were a mix of corporate and franchise locations. This necessitated an entire sub-project related to ensuring access to all locations - in a secure way, given some sites were shut down or boarded up due to the pandemic.

The Solution


Vixxo conducted a detailed assessment of the scope and configuration of the stores involved.

We then quickly sourced the materials and supplies needed to complete the installations and mobilized our network of expert technicians.

Installations were able to be conducted in multiple geographies simultaneously due to the depth of Vixxo's service provider network and ability to strategize, develop, and operationalize a detailed plan rapidly.

Results Delivered

 **4,000+**
installations
across the U.S.

 **< 10**
days to complete
all installations

 **16+**
installations per
hour (avg.)

The project was completed in 10 days, with no impact to store operations or customer flow.

This positioned the convenience store corporate office and local stores to make public statements that public health and safety investments are a priority.

Franchise store owners were reassured their concerns were being heard and acted on.

“We excel at complex, multisite projects. The scope and parameters of this project found us working at an approximate rate of over 16 installs coordinated per hour.” - Director, Construction at Vixxo



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