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P. 52

Your Convenience Manager

Guy D'Alesio Jr., Anthony
D'Alesio, Emilia Floriani
and Guy D'Alesio Sr., Glow
Grocery, Hamilton, ON.

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DRAW

FOODSERVICE COMBOS INSPIRE IMPULSE SNACK
SALES AT GLOW GROCERIA Pg. 28

OCTANE

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RURAL, URBAN & SUBURBAN RETAILERS

OCTANE



RURAL, URBAN
& SUBURBAN
RETAILERS » PART 3



JAMIE VEDRES

THE

SUBURBAN

RETAILER



LOYALTY GIVES GAS KING
AN EDGE IN LETHBRIDGE

BY LAUREN EARLE



Michael Addison,
manager, Southview Gas
King, Lethbridge, AB.

On our journey across Canada to see how location impacts c-stores, we've taken you to rural Nova Scotia to meet Sarah and Mike Berry, who offer one-stop-shopping at Advocate Harbour Ritestop. We've also gone to the bustling metropolis of Toronto, where Brad McMullen relies on a great location and local brands to engage his Rosedale neighbourhood.

In this last installment of our three-part series, we're travelling to suburban Lethbridge, AB, where competition is a harsh reality for the locally owned Gas King chain.

But as Southview Gas King manager Michael Addison explains, you don't need to worry about what your competitors are doing if you're taking the right steps to attract regular customers to your site. Here's his strategy for setting his site apart.



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Equipment Sales - ON
jsorensen@markvii.net

With over 7 years of working with independent car wash owner/operators, John has helped customers complete specialty projects including site planning, municipality requirements, new builds and new reloads.



Stuart Duff

Equipment Sales - AB/BC
sduff@markvii.net

Offering an extensive background in customer service & satisfaction, Stuart's knowledge of the car wash industry make him the perfect "go to" man for your car wash equipment needs.



Charles Sigouin

Equipment Sales - QC
csigouin@fematics.com

With over 35 years of car wash experience, Fematics has added Charles to the team to assist in the Quebec region. His skill of listening and the ability to adjust seamlessly into any situation makes him a perfect fit for the car wash industry.

* Fematics is a distributor of Mark VII's equipment



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The community touch

Southview Gas King is one of four Gas King locations in Lethbridge, and seven in Alberta. With self- and full-serve gas and diesel, a 1,500 sq. ft. convenience store, and an eight-bay self-serve car wash, Addison's location has something for everyone. In his case, that's mostly regular customers who trust their established brand, and its role in the community.

"Gas King is locally owned, which most people know, but we're also very well known in Lethbridge for being a supporter of local sports teams, charities, and other events," says Addison.

The Canadian Cancer Society, Big Brothers Big Sisters, and the Western Hockey League's Lethbridge Hurricanes are all examples of organizations supported by Gas

King, which has also established a charity car wash program to help out different community groups.

Competing with the big guys

Unlike Advocate Harbour and Rosedale in Toronto, competition with larger stores in more prime locations in Lethbridge keeps Southview Gas King on its toes.

"This site is in close proximity to the big box stores, and although we're conveniently located, we're not on a major thoroughfare like the major oil companies are," says Addison. "We also don't have the financial resources the oil companies have."



QUICK TIPS

WHAT CAN A RURAL OR URBAN RETAILER LEARN FROM THIS SUBURBAN RETAILER?

EXPAND YOUR OFFER.

Triple-threat sites ensure customers have everything they need, in one convenient location.

PARTICIPATE WITH YOUR PEERS.

Get involved in local programs and initiatives to connect with your community.

LEVERAGE LOYALTY.

A strong points-based loyalty program unique to your site will give shoppers a reason to choose you.

SUPPORT YOUR STAFF.

Acknowledge employee efforts with incentives and rewards.

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“

**...WE'RE ALSO
VERY WELL KNOWN
IN LETHBRIDGE FOR
BEING A SUPPORTER OF
LOCAL SPORTS TEAMS,
CHARITIES, AND
OTHER EVENTS.”**

But these aren't insurmountable challenges for Southview Gas King, because they've figured out what makes their regular customers tick.

“We compete very well against these businesses, because we're conveniently located and offer our own free loyalty program, King Card Rewards. We're easily accessible, with a well-stocked, modern convenience store and a clean car wash,” says Addison, adding that round-the-clock hours give his site an extra boost.

Offering the royal treatment

The King Card Rewards program is a free points-based loyalty program for Gas King customers. Addison says the accumulation of points they can redeem on gas and in store is a major draw for regulars, who also head in-store for regular pricing- and points-based promotions.

“We offer monthly promotions where customers receive a lower price on certain products, but can also earn bonus points on their King Card when they purchase merchandise,” explains Addison.



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Spec Sheet

"We communicate these special offers with easy-to-read shelf signs and exterior signs like pump toppers. We also have these promotions advertised on a TV screen behind the cash desk and on our King Card Rewards website," he adds.

Drawing in enthusiastic employees

Staffing is a serious consideration at Southview Gas King. Employees are offered many incentives and rewards as encouragement to give their all, and the friendly and engaging customer interactions that result are Addison's reward.

Addison says it isn't difficult to find hard-working staff members when you're treating them right. "To help retain our staff, we pay competitive wages, offer employee discounts, and give our employees free dispensed beverages while on shift, along with free car washes."

It's also important to give employees a reason to chat up customers and perform at their best. "The employee of the month gets a \$50 gift card to a retailer of their choice," explains Addison.

"With our mystery shop program, if you get 100% on a shop, we give you 2,500 King Card Rewards, valued at \$25. And, after every year of employment, we give our employees a Royal Family Reward and a letter thanking them for their loyalty."

With the right offer and reward program to bring customers in the door, and the right employees and efficient service bringing them back time and time again, Addison has put Southview Gas King in the ring with competitors in Lethbridge, and is always in a great position to come out on top. **OCTANE**

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