

Improved Visibility, Increased Accountability, Better Customer Experience



THE COMPANY

MAPCO Express, Inc. operates a chain of convenience stores in the Southeast United States. It offers products in food and beverages, snacks and pastries, cigarettes and OTP, general merchandize and energy, and other categories.

INDUSTRY

Convenience Stores

STORES

345 Stores

REGION

Southeast United States

THE CHALLENGE

Lack of visibility into third-party vendor execution

MAPCO uses Zenput to track the retail execution of private-label and third-party vendor products. Instead of sending the chain of emails, text messages and Excel spreadsheets, MAPCO now automates the flow of individual to-do lists to store managers and key regional directors via their mobile devices.

Once a task is assigned, Zenput helps to track progress. For instance, MAPCO could assign a task to bump out the retail rack, indicate a deadline for completion, and require a photo form as verification. The store-level manager then takes a photo of the new display with their mobile device and completes the task with a photo. A senior-level manager logs in to Zenput, verifies the display, and sees how many stores have not yet completed this task. Zenput's search filters allow these stores to be pinpointed by location.

"Zenput has become our record of integrity," said Brian Veasman, MAPCO's vice president of operations. "The accountability within our organization has increased drastically. This has also allowed me to focus on doing my job rather than following up to see if others are doing theirs."

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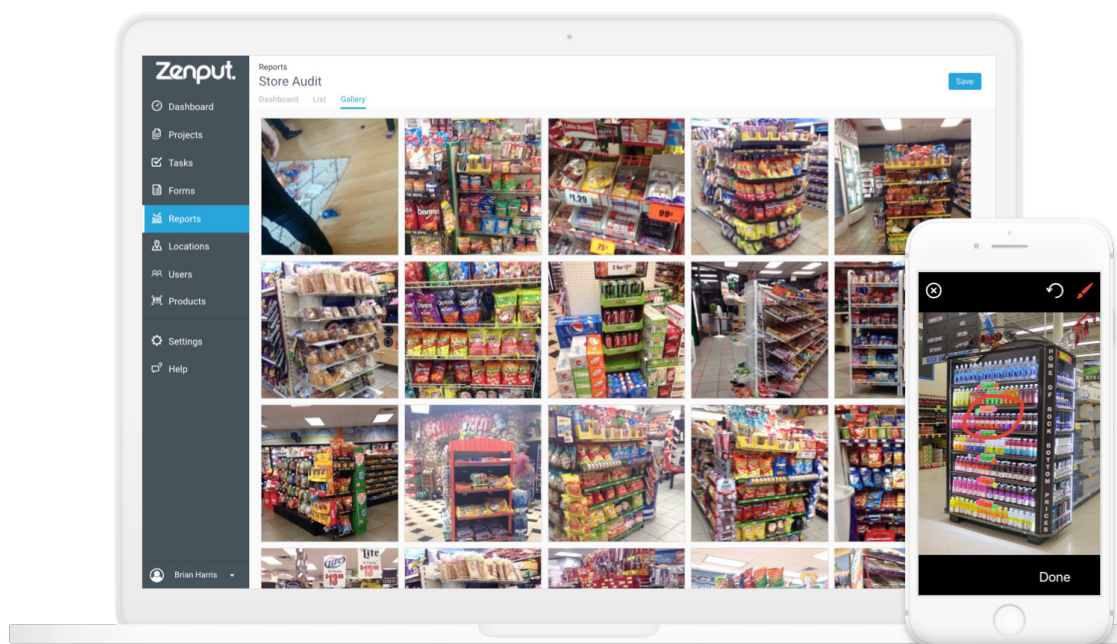
BRIAN VEASMAN, VP OF OPERATIONS

THE RESULTS

Improved accountability and customer experience

Zenput allows MAPCO to move faster and execute more efficiently. As a result, MAPCO is able to improve the customer experience. "We've become proactive instead of reactive on our retail execution. We aren't blindsided anymore," Veasman added. "Our sales don't suffer, and we can focus on the business that matters."

Zenput's real-time results enable MAPCO to analyze data on an ongoing basis without having to wait until the last second. Customized reporting helps to quickly identify stores that have completed important tasks vs. ones that haven't. Zenput's centralized platform improves the way district and senior managers work together to identify and prioritize tasks at hand.

**Zenput.**www.zenput.comhello@zenput.com

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Zenput is how top operators elevate team execution in every store. Restaurant, retail, and other multi-unit operators use the platform to automate how operating procedures and key initiatives are rolled-out and enforced. Supporting 40,000 locations in over 35 countries, Zenput makes every field and store employee more productive and better equipped to do their jobs well.