

# Design and Implementation of Customer Experience Management (CXM) Suite



## Highlights



Industry:  
**Fuel Retail | Oil & Gas**



Engagement duration:  
**16+ years**



Location Coverage:  
**40,000 sites**  
across **70 markets**



Our Solutions:

- o Mystery shopping
- o Brand Audits
- o Voice of Customer
- o Employee Engagement
- o Reporting & Analytics

## Client background

A global energy and petrochemical conglomerate with over 80,000 employees in over 70 countries and expertise in the exploration, production, refining and marketing of oil and natural gas, as well as the manufacturing and marketing of chemicals.

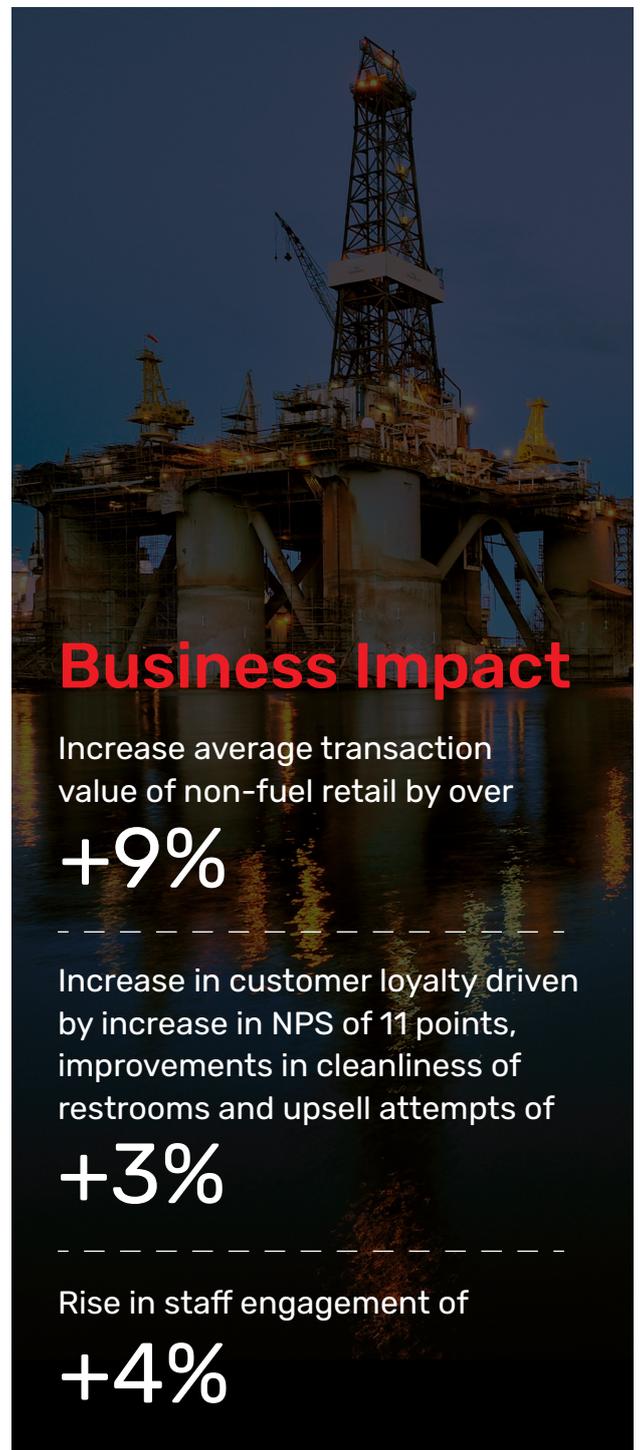
## Key Requirements

- An evolving marketplace required a shift from predominantly fuel-led to convenience retail revenue within their network. They knew their staff were key – but had no clear approach to delivering this objective
- Delivery of measurements at 40,000+ sites across more than 70 markets, globally
- Providing consultation on strategic direction and operational leadership to agency partners
- Supporting long term business strategy and focusing on increased revenue generated via retail

Our Solution:

### How Sonata GBW helped

- Complete redesign and rebuild all aspects of their customer experience measurement suite
- [Mystery Shopping](#): Measurement of high priority 12 core essentials
- [Brand Audits](#): Assess the cleanliness and condition of site assets across 7 key priority areas of the customer journey
- [Voice of Customer](#): Capture real subjective feedback of the customer's own experience on site, post visit
- Technical Expertise - Flexible integration solutions with third party apps while ensuring seamless end to end experience and incentives
- [Employee Engagement Survey](#): Understand frontline engagement, focusing on experience of the brand, training, support & rewards
- GDX analytics & reporting platform: takes all of these separate measurements and delivered them in a unified environment
- Closing the Loop: Tools to focus the efforts of their retailers, maintenance and engineering teams efforts and evidence corrective actions



## Business Impact

Increase average transaction value of non-fuel retail by over

# +9%

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Increase in customer loyalty driven by increase in NPS of 11 points, improvements in cleanliness of restrooms and upsell attempts of

# +3%

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Rise in staff engagement of

# +4%

## About Sonata GBW

We are an ISO 9001:2000 - certified leader in [customer experience \(CX\) management](#) solutions. Our expertise is in delivering bespoke and highly complex continuous measurement programmes on the KODO-AI Powered Customer Experience (CX) platform in order to make a difference from the front-line team to the entire organisation. We have over 480,000 professionals in more than 105 countries across the United States, Canada, EMEA, and APAC, with over 27 years of experience.



27 Years of Experience



480,000+ Assessors



1M+ Reports Annually



ISO 9001



16M+ Evaluations



24/7 Operation



5 Operations Centres



105+ Countries



5000+ Employees Worldwide



**SONATA GBW**  
THE CUSTOMER EXPERIENCE COMPANY

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