



UNLEASHING THE  
POTENTIAL OF  
YOUR WORKFORCE

## WorkJam for C-Stores

*Build customer loyalty and drive revenue  
with the WorkJam Digital Workplace*



*Engage frontline workers,  
establish direct communication,  
and create a standardized  
customer experience.*

Today's c-stores are facing more challenges than ever before. Customer expectations are high, while employee morale is low. In order to see growth, c-stores need to increase customer loyalty by ensuring they have a pleasant experience every time - at every location.

With no direct communication channels to frontline employees, it's difficult for corporate to share promo details or brand standards. Regional managers have to ensure guidelines are met and each store completes the required tasks up to par - but they have no effective way of sharing training materials or making sure they are completed. Store managers are dealing with constant staffing issues due to high attrition and turnover.

Frontline employees - who interact with customers on a daily basis - don't feel engaged in the company culture. They lack the incentives to complete new training or embody corporate guidelines. How can you build customer loyalty when the frontline is losing their drive?

### INTRODUCING THE WORKJAM DIGITAL WORKPLACE

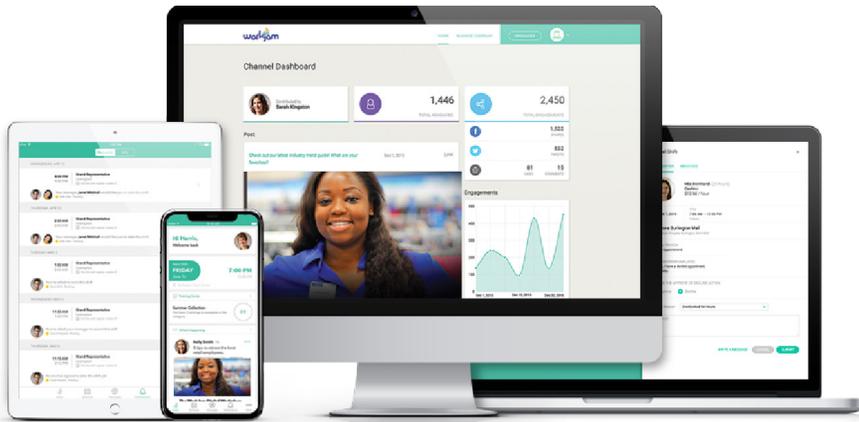
The **WorkJam Digital Workplace** unleashes the potential of your c-store workforce through agile scheduling, transformative communication, experiential learning, and tailored recognition. Deployed by **Fortune 100** retailers and c-stores, **WorkJam** enables corporate, regional managers, store managers, and frontline workers to have one solution in the palm of their hands.

Experienced in working with complex c-store business models, **WorkJam's** benefits ensure high levels of adoption through agile implementations. Designed to support all levels of the c-store organization with their unique challenges, **WorkJam** can be tailored to meet the needs of every employee, manager, and wholesaler - to create a consistent pleasant experience for the customer.

### EACH AREA OF THE C-STORE ORGANIZATION WINS WITH WORKJAM

CREATE ENGAGED FRONTLINE  
ASSOCIATES

**Enable workers to control their work-life balance:** Make schedule changes a breeze by empowering frontline workers to easily broadcast, trade, pick up, or give away shifts. Continue to meet your company's configurable rules and regional labor regulations while



employee careers through tracking key success metrics and offering rewards for achievements.

**Manage tasks and completion:** Assign tasks and include instructions and videos so frontline workers can accurately complete requirements. Introduce corporate campaigns or product launches seamlessly while communicating the details to every frontline worker. Corporate can ensure operational excellence by viewing all task-related data by store.

PROVIDE REGIONAL MANAGERS WITH OVERSIGHT SOLUTIONS

**Easily disseminate training materials:** Enable regional managers and wholesalers to ensure successful training of brand and corporate guidelines to each c-store location. Meet various employee literacy levels by offering training in multiple formats, such as videos and quizzes. Tailor training material broadcasts to specific franchisees or regions.

**Ensure compliance to brand guidelines:** Improve the customer experience by focusing on compliance and regulations for each franchise location. Communicate requirements directly to store managers and frontline workers to increase user adoption. Incentivize participation with badges and other rewards.

CREATE DIRECT CHANNELS FOR CORPORATE

**Communicate throughout the organization:** Utilize a direct line of communication with frontline workers, store managers, and regional managers. Communicate time-sensitive material, corporate

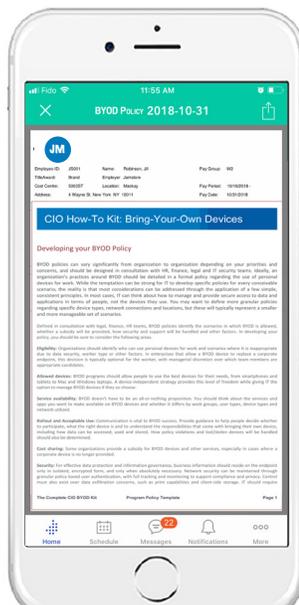
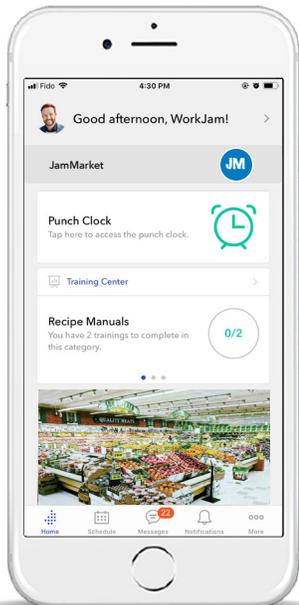
giving employees more flexibility and control to deal with tight staffing constraints.

**Provide incentives for training and career growth:** Offer a consistent brand experience by enticing frontline workers to complete training with badges, rewards, and recognition. Employees can further their careers by learning brand guidelines, safety training, and store planogram details.

EMPOWER STORE MANAGERS WITH TIME AND TOOLS

**Optimize time by automating scheduling:** Give managers their time back by enabling frontline workers to manage their own shift changes and scheduling issues. Managers can focus on improving sales and building customer loyalty instead of making arrangements for last-minute scheduling changes.

**Lower attrition and turnover:** Improve employee sentiment and satisfaction by creating a corporate culture of engagement and learning. Instead of hiring and training new employees, managers can focus on building





announcements, product launches, or merchandising information. Curate content based on audience segments such as franchise, geo-location, c-store features, employee function, and more.

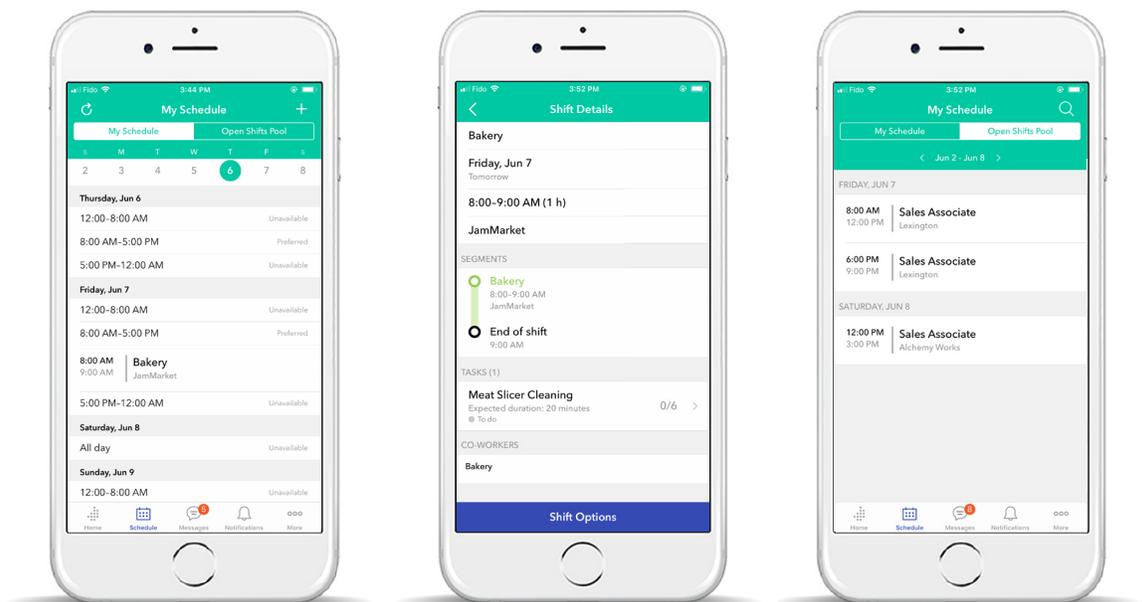
**Ensure a standardized experience:** Create loyal customers by offering a pleasant and consistent experience no matter which location they go to. With direct communication, incentivized training, and engaged frontline workers, your customers will notice the difference.

**Encourage adoption at every level:** Offer true value across the organization to increase adoption and user satisfaction. Employee incentives encourage frontline workers to improve

performance, while tools that promote operational excellence help managers meet their targets with ease. Corporate is able to better communicate and provide guidelines, leading to a standardized brand experience.

**The WorkJam Digital Workplace** benefits all c-store models with flexible implementation and deployment to meet the unique needs of your brand and organizational structure. In addition, **WorkJam** can be self-funded in partnership with consumer-packaged goods accounts to facilitate branded training.

**All levels of the c-store organization win when WorkJam is in the palm of their hands.**



Schedule a demo of **WorkJam** today and see how we help you unleash the potential of your workforce

Request a Demo