



VIXXO

THE IMPACT OF FACILITIES MANAGEMENT ON CUSTOMER EXPERIENCE

Drive customer loyalty, revenue and brand value with a smarter approach to operations

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THE INTERSECTION OF OPERATIONS AND CUSTOMER EXPERIENCE

One of the most common operational objectives among multi-site convenience, grocery, restaurant and retail businesses is reducing costs. Along with that goal, however, most enterprises are wholly committed to providing the best possible experiences for customers—to drive both loyalty and revenue. Gartner estimates that more than 50% of organizations will be implementing business model changes as part of their efforts to enhance customer experiences.¹ And that's critical because by the year 2020, customer experience is expected to overtake price and product as the key brand differentiator.²

As multi-location businesses work to deliver optimal customer experiences while also lowering costs, they must consider the role of facilities management.

Effective facilities management helps businesses ensure equipment uptime, which directly impacts customer satisfaction and profitability. If your equipment isn't running properly, you run the risk of losing customers in the moment—and in the future. One bad experience in one single store could sour an individual's opinion of your entire business.

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With an end-to-end facilities management program in place, your business will gain the power to:

- **Ensure** key equipment such as HVAC, refrigeration, food service equipment and proprietary machines are performing as expected
- **Identify** and intercept issues early to prevent equipment and business downtime
- **Control** overall expenditures and help improve TCO of critical equipment
- **Leverage** data to determine when and where to spend future dollars
- **Free up** employees to focus on customers rather than being burdened by facilities troubleshooting and service calls
- **Deliver** on-brand promises around speed, efficiency and overall customer experience

In the pages ahead, we'll explore several key factors that can make or break facilities management initiatives for convenience stores, grocers, restaurants and retailers.

Stat Source

1. Gartner Newsroom <https://www.gartner.com/newsroom/id/3072017>
2. Walker Research Report <https://www.walkerinfo.com/knowledge-center/featured-research-reports/customers2020-1>
3. Management, Building Operating. "HVAC Maintenance and Energy Savings - Facilities Management HVAC Feature." Facilitiesnet.com Trade Press Media Group, n.d. Web. 26 May 2017.

50% of organizations that have implemented planned HVAC maintenance programs have shown dramatic decreases in associated costs - up to 50% less than those that maintain equipment reactively.³

GET MORE FROM YOUR ASSETS WITH HISTORICAL AND ACTIONABLE DATA

Tracking information related to revenue-generating assets across numerous store locations might not seem too daunting of a task to an outsider. But executives working with distributed real estate portfolios know how dramatically data collection and reporting processes can vary from location to location.

Ensure Data Consistency

A forward-thinking facilities management firm can help you tackle asset data challenges by maintaining standardized, structured and accurate inventory of your equipment across locations—while also staying up on manufacturing insights that could impact the functionality and uptime of each of your assets.

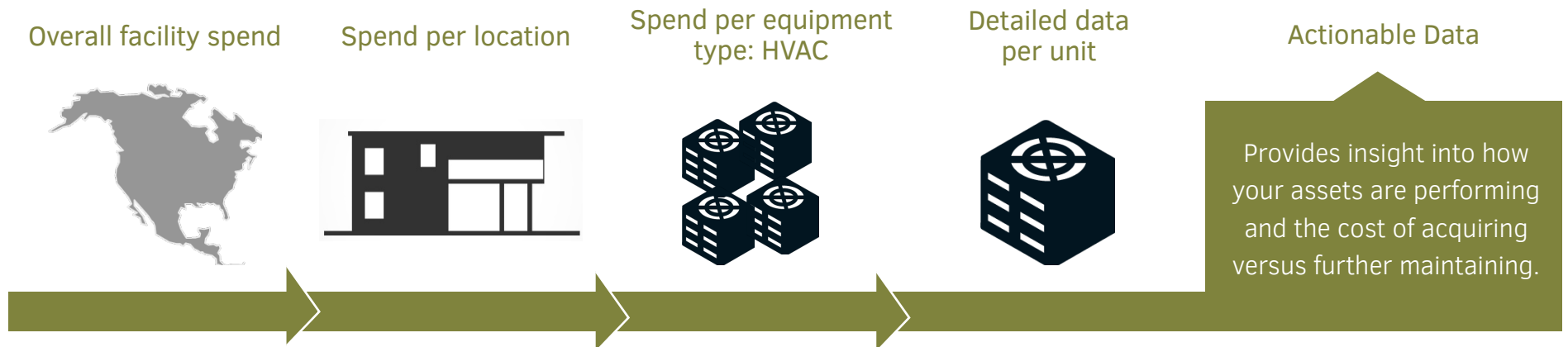
Track Service Histories

If you have equipment that has been moved between stores, it can be particularly challenging to maintain clear service history records. A management partner can keep accurate records and ensure that they are always available to the technicians who work on your machines, no matter where the assets reside. By enabling technicians to access relevant data in real time through a cloud-based technology platform, they'll be better equipped to determine the best course of action and pinpoint opportunities to cut costs.



Improve Decision-Making

By collecting more granular data on all of your various assets, your organization will be better positioned to decide whether particular machines should be serviced or replaced altogether. Being clear on the best course of action can help your facilities operate more strategically, reduce costs and extend the lifespans of thousands of machines.



An effective database consolidates information on the equipment in your stores and the service that is performed on it.

ENSURE QUALITY SERVICE AND COST CONTROL

To effectively manage costs across your locations, you need a clear understanding of the pricing details and performance value associated with your service providers. Knowing details on the types and quality of services they provide, their reputations among other clients and what they typically charge will help you make more strategic, cost-conscious decisions around maintenance planning.

Deepen Insight into Vendor Performance

A database of approved service providers in your area is a valuable resource that many facilities-focused partners can provide. But ideally, you want a facilities management partner that can connect you with expert technicians that specialize in the specific machines your store uses—and are guaranteed to have the appropriate parts with them on their trucks, so your equipment gets fixed fast, the first time.

In addition, the right partner can provide you with fully transparent, up-to-the-minute performance data on technician timeliness. They'll also offer details about previous customer satisfaction, along with benchmarking information around repair compliance, project management compliance, invoicing compliance and more. To help optimize service calls, a facilities partner can also pre-equip service technicians with data on the machine that

requires repair—down to the part level—along with its repair history and any additional considerations the technician should make to diagnose and fix it.

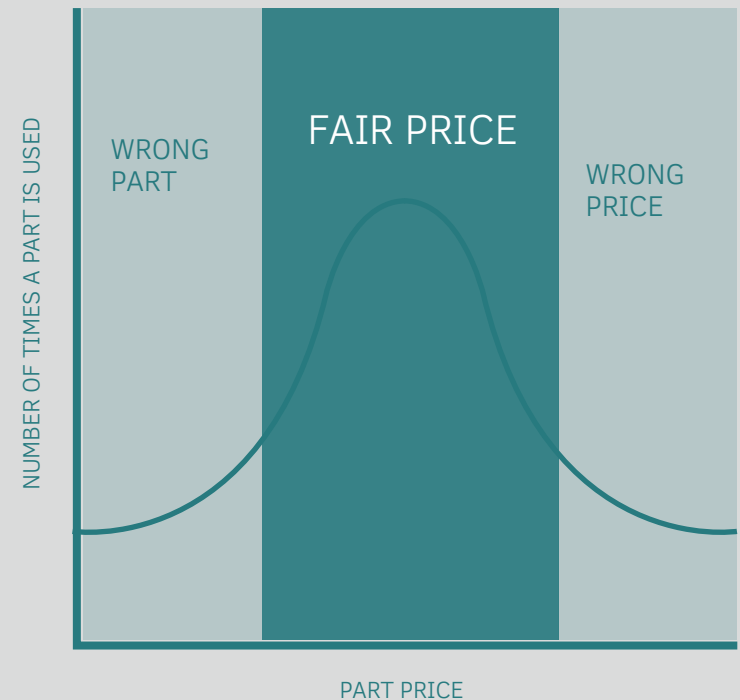
Support Quality Control

Two-way interaction between service technicians and a facilities management firm drives quality control by quantifying standards such as the length of time technicians spend on each project. Using post-service satisfaction surveys, a facilities management partner can maintain ongoing oversight over all aspects of service quality. In addition, reporting on this type of information will give you greater visibility into cross-store and cross-equipment performance and spending—and your feedback on the quality of service can be added to reports to inform future service needs.

Ensure Fair Pricing for the Work Provided

To ensure that your business gets the best rates on labor and materials—in tandem with receiving high-quality service—you would ideally want a facilities management partner who continuously analyzes pricing data. An experienced partner will routinely review market prices for asset labor and parts, audit invoices immediately to ensure fair pricing and help eliminate ancillary expenses outside of negotiated service rates.

Benchmark labor and material rates against national pricing averages



TECHNOLOGY AND TECHNICIAN EFFICIENCY

Today's multi-location businesses are witnessing a virtual explosion of technologies designed to improve the customer experience and drive profitability. Choosing a facilities management partner that has expertise in your industry—and the technologies and best practices that will support it—can help you ensure your business stays ahead of the competition.

Harness the Power of Emerging Technologies

Early adopters and those businesses who partner with asset management firms to leverage the latest technologies are leading the way for better customer experiences—and reductions in facilities spending. Emerging technologies can make facilities programs more robust, streamline operations, cultivate savings and even take established technologies to new levels.

Use Technology to Expedite Service

A facilities management partner can also help prevent service delays by providing comprehensive work order management and visibility. GPS can be used to track dispatched technicians and geo-fenced check-in and check-out verification help ensure on-time arrival, on-time service and a reasonable duration onsite. Onsite work can be logged into a mobile application or website; and all details of the visit can be stored and reported back to you for review.

Technologies that retailers, restaurants, convenience stores and grocers may want to consider:

- Asset tagging
- Big data/advanced analytics
- Biometric systems
- Drone site surveys
- Geo-fencing technology
- Internet of Things (IoT)
- Mobile solutions
- Machine-to-Machine (M2M) technology
- Voice recognition technology

FOCUS ON YOUR CUSTOMERS, NOT FACILITIES MANAGEMENT

Historically, managing multi-site businesses and the assets within them has been a tactical practice built on manual and paper-based processes. Store managers have had to spend hours of their time monitoring systems and overseeing equipment service needs.

But every minute they spend managing facilities is a minute they can't spend working with your staff, engaging with customers or building the business.

Today, facilities management has evolved into a strategic discipline that can transform operational expenses and store experiences. Technology makes it easier than ever to access actionable data about your stores and equipment in real-time—and that data can inform decisions you make about how to run and enhance your business.

**Technology and Data
Work Together to Control
Facilities Costs**



Partnering with a leading edge facilities and asset management firm can drive down facilities spend

Vixxo has been helping to keep the world's best-loved brands running smoothly since 1980. As leaders in facilities and asset management technology solutions, Vixxo helps clients curb unnecessary spending, extend equipment lifespans and realize greater revenue through better customer experiences.

Discuss your current needs today, call 1.800.GO.VIXXO and learn how Vixxo can help you reach your goals.

