



CUSTOMER CASE STUDY

CUSTOMER: 7-11 Food Stores

SERVICE TYPE: Full Facility Service and Maintenance Contract

COVERAGE: 460 Stores across Western Canada

CONTRACT TYPE: Refrigeration Equipment, Hot Food Equipment, HVAC

THE PROBLEM

7-11 Food stores were facing problems with their equipment service providers that were affecting their business:

- Slow service response times
- Equipment downtime
- Inadequate work
- Lost sales



Convenience stores face many unique challenges. They must be open and operating at peak performance at all times – which is typically 24/7/365. 7-11 stores are no exception.

7-11 stores across western Canada were losing customers and sales, due to equipment being down – including coolers, freezers, chicken fryers and hot dog grills. Because of this, at times customers would simply walk out of the store and go down the street to a competitor for what they needed... potentially never returning.

To add fuel to the fire, 7-11 found that their current service providers just weren't giving them the fast, efficient service they needed. They spent too much time waiting for parts and frequently experienced very slow service response times. They were finding that the quality of work the technicians were doing just wasn't adequate and the equipment soon failed again.

In addition, 7-11 found themselves working with dozens of different companies to service all the facets of their facilities which was time-consuming and a logistics nightmare. They needed a solution for this problem.

THE SOLUTION

Techni-Craft worked with 7-11 to design a service program tailored to their needs:

- Pre-set / guaranteed response times
- Factory trained service technicians
- "One-stop-shop" service
- Parts inventory on hand in service trucks
- 24/7/365 service

In 1996, Techni-Craft approached 7-11 with a proposal to service and maintain HVAC & refrigeration for a handful of stores in the Edmonton, AB area. The proposal was well received and the work started.

Within 18 months, Techni-Craft was providing service for 63 stores in the Edmonton area.





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Then, over a period of time, 7-11 asked TC if they could not only maintain their HVAC & refrigeration, but also take on other types of work such as facility renovations, electrical, plumbing, roofing and food equipment service!

Of course, being the entrepreneurial spirited company TC is, they jumped at the chance. They now provide a “One-Stop-Shop” style service to 460 7-11 stores across BC, AB & SK!

To meet this challenge, Techni-Craft:

- Hired an additional 30 service technicians in AB, BC & SK
- Opened a major warehouse in each province
- In addition to 38 service trucks, added 4 delivery trucks
- Stocked each service truck with \$30K in inventory
- Stocked the warehouses with over \$1M in inventory
- Updated the ERP system to accommodate Field Service Software APPs and real time reporting.
- Enlisted dozens of Sub-Contractors in remote areas



Techni-Craft Service Fleet

TECHNI-CRAFT PROVIDES THESE SERVICES FOR 7-11:

- Refrigeration
- Heating
- Air Conditioning
- Food Equipment
 - Roller Grills
 - Chicken Fryers
 - TurboChef Ovens
 - Doyon Ovens
 - Microwaves
- Facilities Maintenance
 - General handyman repairs
 - Small facility renovations
 - Grease trap maintenance
 - Electrical
 - Plumbing
 - Roofing
 - Interior & Exterior Painting

THE RESULTS

7-11 has seen some very positive results from the service programs implemented by Techni-Craft:

- Improved service times
- Less equipment downtime
- Improved sales
- Satisfied customers



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With a lot of hard work and collaboration between 7-11 and Techni-Craft, the development of a “One-Stop-Shop” business model has benefited 7-11 both financially and logistically.

IMPROVED RESPONSE TIME

Techni-Craft consistently meets 7-Eleven’s required service response times which are the highest levels in the industry.

7-Eleven Service Code:	Response Time:
P1 Critical	4 hours
P2 Emergency	24 hours
P3 Normal	48 hours

INCREASED EQUIPMENT UPTIME

Techni-Craft has increased 7-11’s equipment uptime by increasing the following compliances:

Response Time (have a technician on site)
increased to **90%** (+15%)

Repair Time (have the equipment up and running)
increased to **93%** (+25%)

First Time Fix (no return trips needed)
increased to **87%** (+30%)

IN SUMMARY

Gone are the days when customers would walk out of a 7-11 store (and not return in many cases) because their favourite snack or grocery item was unavailable due to in-store equipment failure.



7-11 is happy to report that their sales, and customer satisfaction, have consistently improved with this ‘One-Stop-Shop’ model of service.

Also, store owners and facility managers are experiencing a more streamline service process, reducing stress and wasted time.

Contact us to explore how you can enjoy similar results in your business



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WHO IS TECHNI-CRAFT?

Techni-Craft's founding partners, Dave and Ashley Rice, have combined work experience of 69 years in HVACR and the Food Equipment Industry. Techni-Craft began in 1996 with a goal to be a top player in the HVACR industry. The business has since grown from two employees to 50+, a single location to coverage in 3 provinces.

Our long term clientele are a testament to our strong customer relationships and the quality service we provide.



WHAT MAKES US DIFFERENT

- 1) One-Stop-Shop business model
- 2) 50+ dedicated, knowledgeable staff
- 3) 30+ factory trained service technicians covering Western Canada
- 4) Millions of dollars of parts inventory
- 5) Exclusive distributor for major brands
- 6) 5 warehouses across Western Canada
- 7) Over 40 vehicles in our fleet
- 8) 100+ sub-contractors in our network
- 9) 35,000 service calls performed annually
- 10) Service over 1500 different locations across Western Canada
- 11) Complete 6500 preventative maintenance calls per year

Learn more at technicraft.ca
or call 888.583.2464