



INSTALLING, REPLACING AND CLEANING SIGNAGE

Case Study: Retail Services – Marketing and Promotions Company

A marketing and promotions company had a client that required
signage replacing within over 500 gas stations



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A regional marketing and promotions company had a client who owned over 500 gas stations. The gas stations were located in and outside of the regional service area. The customer needed local support in multiple regions for the project to reduce the cost. Hiring and training temporary staff for one project was cost prohibitive.



REQUIREMENT

The marketing and promotions company had a client that required signage replacement within over 500 gas stations, so required RGIS to provide the following:

- **Experienced retail merchandisers**
- **National coverage**
- Implement the project on a **strict timeline**
- Work to complete at all gas stations:
 - **Remove** old signage
 - **Install** new signage
 - **Clean** signage



SOLUTION

The marketing and promotions company partnered with RGIS to complete the **national replacement signage project**, and RGIS provided the following:

- A team of **experienced RGIS merchandisers**
- **Scheduled the RGIS teams** that were local to the relevant gas station
- The teams visited each of the **500+ locations within four weeks**
- **Reports were collated** showing which signage had been changed at which location



RESULTS

The marketing and promotions company found by outsourcing the **national replacement signage project** to RGIS, the following results were achieved:

- Without the RGIS teams being ready and able to act quickly and effectively, the marketing and promotions company would not have been able to accept this project and may have lost a long-standing client
- Local teams worked on the project **reducing cost**
- Instructions were followed with **accuracy and precision**
- Project timeline and schedule were followed carefully
- Enabled the customer to **complete the work faster and with less cost** than completing the project internally

By partnering with RGIS, the marketing and promotions company were able to have the work **completed faster and with less cost than completing the work internally**



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People Services



Local Teams



Fast Turnaround



Cost Effective



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