

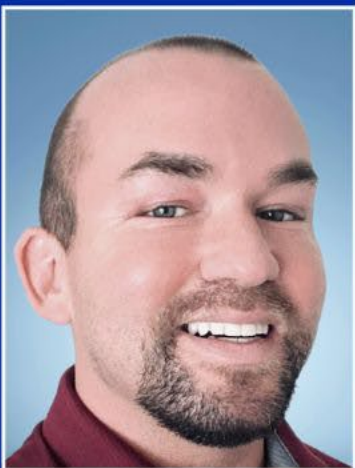
## ROC Associates



**JOSH CARR**  
CEO/COO



**JOEL MILLER**  
Sr. Solutions Architect



**TOMMY OBERKFELL**  
Solutions Architect

## Pythia Scorecard



**NICK LYNCH**  
Owner

## Guest: Gas N Wash



**ALEX KUGAR**  
VP of Finance

## Study Groups



**JED BREWER**  
CEO

# Shifting the AI Mindset:

**Leveraging C-store Tech to Take Better Care of People**



Leaders need human operational insights to supercharge employees.

Presenter: Nick Lynch, CEO



# CStoreDecisions

# 40

UNDER



**ALEX KUGAR, 33**

VP of Finance

**Company:** Gas N Wash

**Headquarters:** Tinley Park, Ill.

**Number of Stores:** 32

**C-Store Banner Name(s):**  
Gas N Wash & Food N Fuel

**Years with the Company:** 4





## History and Background

# Why the Human Element Matters

Employees: Reduce turnover and find A players

Customers: Reduce friction in the shopping experience

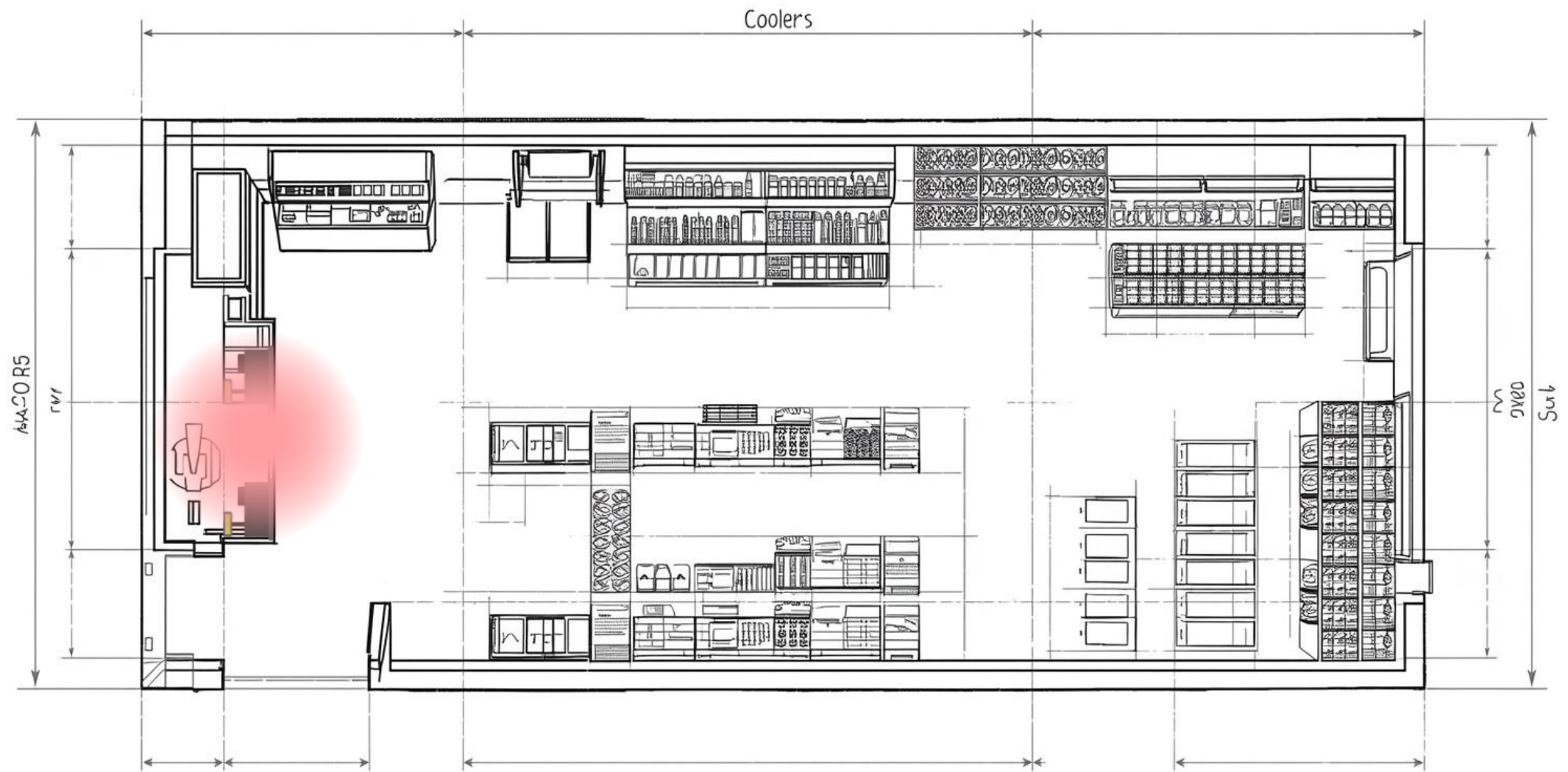
Leadership: Bring focus into their daily activities

# Transforming Sound Into Insights at the POS





# Example Layout



# How To Find A Players

- Casino Method
- 15 min / Employee / Month
- 0.16% Coverage
- Manual Observation / Reactive / Incomplete



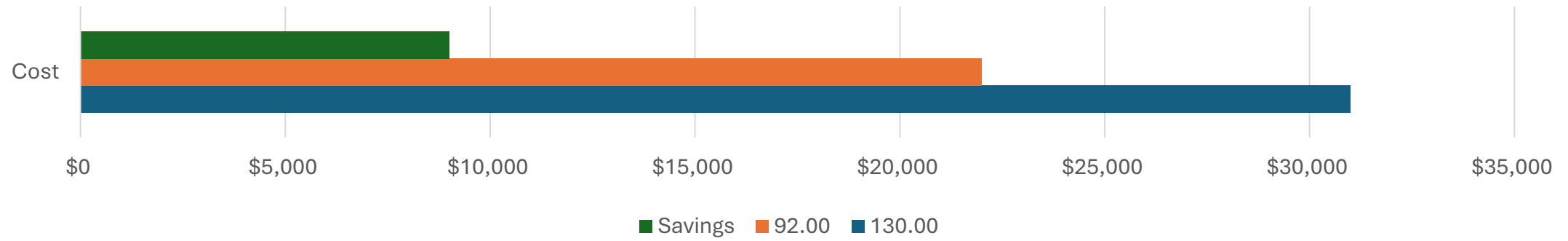


# How To Find A Players

- Casino Method
- AI Powered by Pythia Scorecard
- 15 min / Employee / Month
- 9,600 min / Employee / Month
- 0.16% Coverage
- 100% Coverage / 640x Increase
- Manual Observation / Reactive / Incomplete
- Audit By Exception

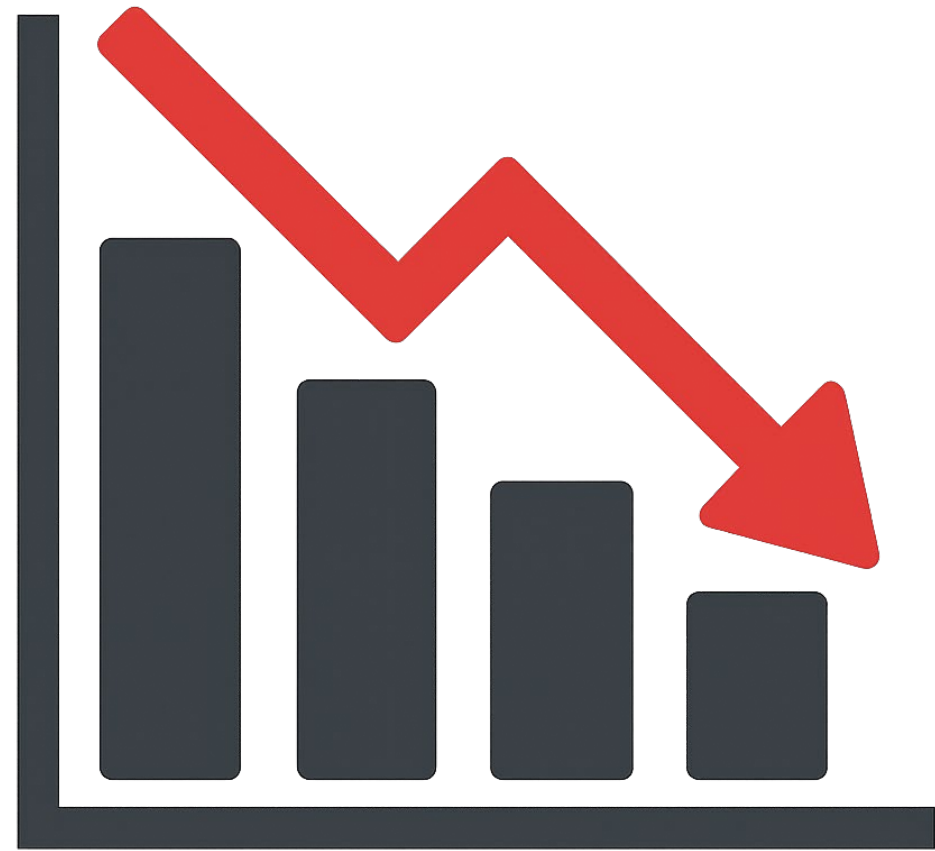


# Employee Lifetime Value





# The Cost of Losing a Customer



# Where Customers Feel Friction

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- - +
    -
- # Action is Needed
- AI won't fix your problems

Leadership action creates results. Be Intentional.





# Measure What Matters

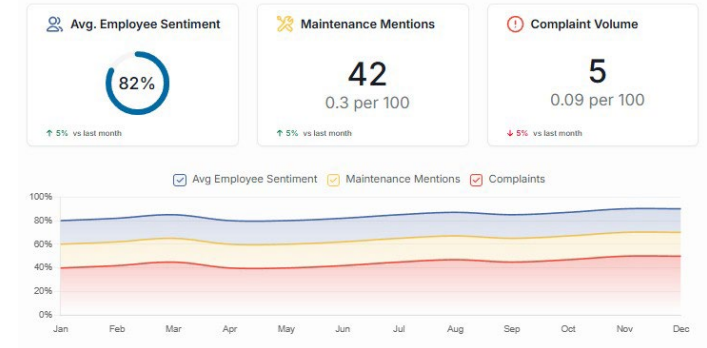
- Measure progress of your team over time
- Benchmark to identify areas for improvement
- Have fun! Gamification helps create buy-in and excitement to drive results.

## Leaderboard

Company

Industry

Rank ↓	Branch	Badges	Overall Score <sup>?</sup>
▲ #1			68.1%
▲ #2			63.9%
▼ #3			62.9%
▲ #4			61.5%
▲ #5			61.2%
▼ #6			60.8%



## Performance

### Customer Sentiment



### Exchange Duration



### Complaint Volume



### Maintenance Mentions



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# Audit By Exception

Maintenance Or Equipment Issues 3 ▾

Customer Complaints 3 ▾

Product Feedback 3 ▾

Employee Sentiment 3 ▾

Operational Red Flags 3 ▾

Improvement Suggestions 2 ▾

Customer Satisfaction 2 ▾



# Gas N Wash

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- Growth & Scalability
- Leadership Connection
- Frontline Behavior
- Culture & Coaching
- Results & Impact



# Thank You



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