



# IMPACT

Frozen Difference Case Studies

## 4 SONS CONVENIENCE STORE CASE STUDY

### Savings and Service Solution

#### ABOUT 4 SONS

4 Sons Food Stores is a chain of twenty-one convenience stores in the Phoenix, Arizona Area.



All locations benefit from high customer traffic and frozen beverage sales.

#### KEY RESULTS



95% Reduction in Service Calls



Higher Customer Purchase Volume and Frequency



99% Reduction in Downtime

#### CHALLENGES

**Unreliable Equipment:** Within 45 days, 4 Son's spent more than \$9,000 in service and repair fees for 3 of their frozen beverage units.

**Slow Service & Support:** The equipment manufacturer had an average response time of 2 weeks, increasing equipment downtime and decreasing 4 Sons' frozen beverage profitability.

**Noise & Heat:** The current units produced excessive heat and filled the store with unwanted noise, which affected the performance and life cycle of equipment nearby.

**Low Awareness:** 4 Sons had no way of promoting their current products and specials, including their frozen beverage program.

#### FBD SOLUTION

FBD approached the 4 Sons business challenge with a thorough analysis, including store visits and surveys to identify the best solution and recommendation to address the immediate business challenge, as well as identify methods to optimize it's frozen beverage program.

**Reliable Equipment:** FBD replaced the inefficient units with dependable FBD equipment which reduced electrical usage and eliminated both noise and heat from 4 Sons' beverage center. The advanced technology and proven design of FBD dispensers reduced the amount of maintenance needed to keep the equipment running efficiently.

**Free Service Provider Training:** FBD trained the service partner of 4 Sons prior to equipment delivery and had technical support present for the first installation.

**Merchandising Platform:** The installed units came equipped with digital merchandising doors, a marketing platform that helped grow volume and traffic by promoting products and in-store specials.

#### 4 Sons Perspective:

*"We were pleasantly surprised to find that the solutions from FBD not only saved us on service expenses, but they also helped us sell more product through their marketing support of video merchandisers. They are reliable and dedicated to helping us grow our business."*

- Dan Smith, VP Operations, 4 Sons Food Stores

See how a frozen beverage program with FBD can grow your store's profits by calling +1(866) 323-2777 or emailing [sales@fbdfrozen.com](mailto:sales@fbdfrozen.com)