



CASE STUDY

CHALLENGE

Pilot Flying J LLC, the largest operator of travel centers and travel plazas in North America, needed to gain an understanding of the customer expectations of professional commercial drivers. Before engaging IntelliShop, Pilot Flying J was losing market share to their competition with professional drivers.

OBJECTIVES

The client sought to:

- Understand customer experience expectations of target audience.
- Gain insight on how to modify existing customer loyalty program.
- Identify opportunities to increase driver traffic and sales.

APPROACH

IntelliShop recommended:

- **Crisis Management & Alerts**
Survey professional commercial drivers to understand customer experience expectations.
- **Compare and Contrast**
Conduct on-site inspections of Pilot Flying J's travel centers and travel plazas as well as that of top competitors using mystery shoppers.
- **Actionable Insights**
Pilot Flying J relied on IntelliShop to provide a detailed assessment of their travel centers and travel plazas to identify where to increase market share, reduce price sensitivity, and drive word of mouth advocacy.

The Solution

A custom, comprehensive survey was administered to nearly 800 professional commercial drivers across the United States to understand the most important elements of their customer experience.

Based on the survey results, IntelliShop conducted on-site visits to travel centers to make observations about their customer experience, paying specific attention to items identified as “most important” in the survey, including customer service and facility appearance and cleanliness.

The Results

The market research and mystery shopping process revealed what matters most to professional commercial drivers and how Pilot Flying J's customer experience compares with the competition. Before the commissioned study, Pilot Flying J was going to make a \$5 million investment in facilities improvements. According to their CEO, Jimmy Haslam, based on our findings, Pilot Flying J decided to increase the investment 10x to \$50 million that year.

This information also grew Pilot Flying J's customer loyalty program. Within the travel center industry, Pilot Flying J continues to boast the top fuel sales and highest percentage of driver membership in its customer loyalty program.



**\$50M
Facilities
Investment**



**Increase in
customer loyalty
program**



**CX matters
professional
commercial drivers**

Are you ready to manage your customer experience today? Schedule a complimentary consultation with IntelliShop today.