

Casey's boosts processes with establishment of testing center of excellence

A case study in innovation and efficiency



Overview

Founded in 1968, Casey's is a major player in the convenience store industry, boasting over 2,600 stores nationwide. Renowned for its commitment to quality products and exceptional customer service, Casey's recognized the need for innovation and efficiency in its testing processes.

In particular, the company hoped to embed in-store A/B testing and analytics across the organization, uphold best practices, and enable testing at scale. To address this, Casey's established a testing Center of Excellence (COE) that could streamline testing activities, promote collaboration, and drive systemic change.

The COE now serves as a centralized hub for expertise, tools, and methodologies related to testing and analytics, with a focus on enhancing decision-making, accelerating time-to-market, and optimizing resource utilization company-wide.

Part of what we brought to the business as the COE is that every one of our analysts is now embedded in business discussions; they are all part of the conversations before it's an afterthought.

Brett Ellerbroek, COE Analytics Manager, Casey's

Approach

The development of Casey's COE involved a three-tiered strategy that included integrating the right people, adopting the best tools, and securing organizational buy-in.



The right buy-in

One of Casey's primary goals was to foster cross-functional collaboration on best practices. Achieving this required buy in at every level, and strategies for obtaining company-wide support included:

- ◇ Emphasizing the value of testing through historical analysis, newsletters, and shared success stories.
- ◇ Conducting roadshows across Casey's with the MarketDial team to spread awareness and garner support.
- ◇ Proactively involving stakeholders in test ideation and showcasing testing wins regularly.

The COE started small, generating ideas that were operationally easy to implement, while highlighting the impact on key performance indicators (KPIs) to help executives and analysts see the value quickly. As buy in increased, resources and testing opportunities were scaled up, resulting in a remarkable shift within just one year, tripling the number of tests that are run across the business.

The right tools

Casey's conducted interviews across all levels of leadership to understand the current data usage and future needs. They then built out a suite of capabilities with MarketDial at the forefront.


Integration of the MarketDial platform played a fundamental role in the COE's success, facilitating easy testing adoption, increasing speed-to-market, and establishing consistent measurement and analytics across the organization.

Most importantly, the MarketDial platform enabled self-serve analytics, allowing users throughout the organization to be an active part of the testing discourse.



The right people

The COE prioritized building a strong, knowledgeable team by incorporating analysts into business forums, actively involving them in strategic discussions, and recruiting and training new analysts in the discipline.



“Testing is now a critical focus in business forums, driving data-driven decision making.”

Brett Ellerbroek, COE Analytics Manager, Casey's



Three key pillars to establishing a COE

- 01 People**
Build a robust team that can support change.
- 02 Capabilities**
Invest in the right tools to scale
- 03 Buy-in**
Foster a culture of data-driven decision making.

Results

The impact of Casey's COE on business outcomes has been profound. Streamlined testing processes, faster decision-making, and a culture of innovation have led to improvements in KPIs, generating leadership trust in test results. The COE's success has not only optimized existing operations but has also positioned Casey's as a leader in transformation and efficiency within the convenience store industry.

About MarketDial

MarketDial delivers decision intelligence by automating the data science behind in-store A/B testing. Accurate test results measure ROI, enabling retailers to know on a small scale what changes will have big-scale impacts. For retailers asking, “What if,” MarketDial provides answers.