

The logo for am:pm, featuring the lowercase letters 'am:pm' in white on a blue background.The logo for city market, featuring the lowercase letters 'city market' in white on a black background.

Industry:
Groceries/Convenience Store

Company Size: 70 stores

Location: Israel

Parent Company:
Dor Alon Group is a leading Israeli retail and energy company, operating over 300 convenience stores under the Alonit brand and urban supermarkets like AM:PM. It focuses on retail innovation, integrating fuel stations with commercial centers to provide a seamless shopping experience

Case Study

Summary

Meet AM:PM - a leading urban supermarkets chain with over 70 city locations operates in a fast-paced retail environment where efficiency, accuracy, and team alignment are crucial.

AM:PM faced challenges in managing internal communication, task execution, and enabling area managers to monitor and drive their team and store performance. These challenges significantly impacted operational efficiency, causing delays in task completion and inconsistencies in store-level execution.

STOREE.AI provided an AI-Driven one-stop-shop for store team management, focusing on bringing engaging store teams with key operational priorities: improving task efficiency, ensuring consistent communication, and aligning store performance with organizational goals.

Goals	Results
Higher Task Completion Rate	Uplift of 35% in task completion
Minimize Operational Errors	40% reduction
Motivate The Team To Engage With Important Messages	95% delivery of important messages to intended recipients.

Main KPIs



Store team engagement with important messages



Store team engagement with daily tasks and procedures



Leveraging area managers capabilities while reducing costs

Challenges

With a growing number of stores, high employee turnover and a workforce with diverse skill levels, operational challenges began to hinder AM:PM'S performance.

1. **Fragmented Communication Tools**

Managers and staff relied on multiple tools for communicating important messages, tasks and reports leading to missed or ignored opportunities that crucial for the day-to-day.

2. **Overburdened Area Managers**

Monitoring multiple stores and ensuring consistent results became a monumental task for area managers, who were overwhelmed by data, tasks, messages and lacked actionable and easy-to-use insights. Hiring additional area managers and increasing costs wasn't within the budget plan.

3. **Too Many Manual Processes**

Paper-based forms for tracking store execution and hours spent extracting and analyzing data delayed go-to-market timelines and led to inaccuracies, such as inconsistent task completion.



Implementation Process

Pilot Program:

STOREE.AI was initially tested one full area with 15 high-traffic stores to demonstrate its value and refine the implementation process.

Training:

Interactive training sessions were conducted for store managers and team members to ensure smooth adoption of the platform.

Full Rollout after 30 days:

The solution was deployed across all locations with ongoing support and feature customization to fit AM:PM's specific needs.

Solution

AM:PM implemented STOREE's solution, utilizing the one-stop-shop for store team management together with the AI Agents to support area management. This combination enabled the following:

1. **Centralized Communication**

Unified all communication channels into one platform, ensuring all updates and instructions were clear and easily accessible. Important messages reached their recipients 95% of the time, eliminating gaps caused by fragmented tools.

2. **Digital Task Management**

Automated task management backed by AI increased engagement and brought task completion rates up by 35% across all stores.

3. **AI Agents for Area Managers**

Acted as digital assistants to help them focus on critical priorities. From analyzing data, identifying priorities, and automating repetitive tasks.

4. **Proactive Support**

AI-driven alerts helped area managers address potential issues before they escalated and bring high engagement from their team



KPI	Before	After	Notes
Communication Efficiency	50%	95%	Team response times to critical updates improved by 90%.
Task Management - Task Completion	65%	88%	Task completion rates increased significantly
Operational Efficiency - Saved Hours	-	+30%	Store managers saved 6 hours per week. Area managers saved 30%
Team Engagement/Motivation	-	+30%	85% of team members reported feeling more connected and informed
Error Reduction	-	-40%	Manual errors dropped by 40%, resulting in more accurate operations.

Conclusion

AM:PM's partnership with STOREE.AI demonstrates the power of technology in transforming retail operations. By addressing the basics of retail management - communication STOREE.AI has proven to be an invaluable partner in driving groceries store excellence.

"STOREE.AI has revolutionized how we manage our stores. From improved communication to error-free operations, the platform has been a game-changer. I highly recommend STOREE.AI to any retailer looking for a partner who goes beyond providing a product and truly invests in their clients' success."



Shirel Hogeg, CEO

