



# JACKSONS FOOD CASE STUDY

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*Jeremy Corbitt, IT Business  
Systems Project Manager*

## Client Profile

Jacksons Food Stores is a nationally recognized chain of more than 250 Chevron, Shell, and Texaco-branded convenience stores.

## Challenge

A joint venture between Jacksons Food Stores and Chevron required the new entity, ExtraMile Convenience Stores, to be represented within the existing HCM platform.

## Solution

Meeting an aggressive 10-week deadline, Seequelle assisted with problem solving and implementation that involved workforce management, benefits and payroll processing, and data integration between the existing HCM and 3rd-party vendors.

## Results

- Optimized workforce management processes
- Streamlined Dayforce processes
- Configured new 3rd-party carrier feeds and Re-Configured existing 3rd-party carrier feeds

## Seequelle Optimizes Jacksons Food’s HCM Platform

Founded in 1975 as a single service gas station, Jacksons Food Stores (“Jacksons”) has grown to be a nationally recognized chain of more than 250 Chevron, Shell, and Texaco-branded convenience stores. With more than 400 employees, Jacksons operates stores in Idaho, Nevada, Utah, Arizona, Oregon, and Washington.



## The Challenge

Following a plan to grow its ExtraMile convenience store brand in the West, Chevron entered into a joint venture with Jacksons. The new entity, Extra Mile Convenience Stores, extends the ExtraMile brand into further areas of the Jacksons footprint with additional plans to expand Eastward.

“From the time the project was greenlit, we had roughly two months to get the ExtraMile entity up and running on our Dayforce platform,” recalls Jeremy Corbitt, IT Business Systems Project Manager.

In addition to the aggressive deadline, Jacksons was dealing with limitations within its Dayforce platform. Not all the required features were implemented, and that raised a growing list of roadblocks. “We needed a partner to help us optimize Dayforce so that we could be more efficient with our usage of the platform for both Jacksons and ExtraMile.”

## The Solution

After meeting Seequelle representatives at a tradeshow and speaking with reference customers, Jacksons selected Seequelle as its HCM partner. It also helped that Seequelle operates in California where the new ExtraMile entity is located. “Since Jacksons had limited operational experience in California, we were looking for a partner that had extensive knowledge of California to help us navigate those laws to ensure compliance.”

To complete this project on-time, Seequelle had to leverage all its human capital management consulting, business process optimization, and data integration services. Jacksons needed help with configuring Dayforce to manage everything that would support the ExtraMile joint venture. That included handling workforce management, benefits and payroll processing, and data integration between the existing HCM and 3rd-party vendors.

## The Results

While making sure that Jacksons met its implementation deadline, Seequelle played an instrumental role in helping the company achieve a range of results.

### Optimized workforce management processes

One of the most important components of this project was workforce management. Among other things, Jacksons needed to make sure that the punch policies

within Dayforce were applied properly to the timesheets of ExtraMile employees. Seequelle helped Jacksons optimize related workforce management processes while taking into consideration the applicable labor laws of California.

Additionally, Jacksons was struggling with employee scheduling issues relating to the way they imported sales data into Dayforce. “Seequelle helped us break out our labor demand curve into service and non-service components,” says Jeremy. “Now, we can more effectively schedule our employees at the stores.”

### Streamlined Dayforce processes

Seequelle’s consultation helped Jacksons streamline existing HCM system processes. “There are many solutions to a problem. But there is always a best solution,” Jeremy explains. “For example, there are several ways to add an employee to an HCM system. Our question was which one of those methods is the most effective way to do that for our organization. The value of working with Seequelle was that they helped us find the best alternative to make the process most efficient for us.”

### Configured 3rd-party carrier feeds

Seequelle also configured employee benefits data integration processes for the new entity. This allows Jacksons to easily communicate changes in employee enrollment elections directly to the organization’s benefit carriers for existing and new employees. “We also had Seequelle fix some of our existing carrier feeds that we were having issues with,” adds Jeremy.

## The Bottom Line

Seequelle is an asset that Jeremy doesn’t mind sharing, “I’m happy to tell other companies that they should seek out Seequelle’s expertise. They did a great job with helping us figure out alternative ways to configure our system and make it more usable for us,” shares Jeremy. “Just recently, I shared Seequelle’s contact information in a Dayforce user group to a company looking for a partner to handle issues similar to what we were dealing with. That’s how much I appreciate Seequelle’s assistance.”

