Good morning.

In an effort to continually standardize the customer data in our system, we have created a standard format for entering customer details.  Implementing this process will create a uniformity that’s necessary in order to run reports that will provide valuable information to help all of us identify areas for growth and compare your franchises data with your fellow franchisees.  This process applies system wide to all customers. ***We ask that you do not enter any customer data in all caps.***

**Below is the approved format-**

Customer Name #store Number - Street or City

(After customer name space #store number space dash space street or City)

Street Address

City, State, Zip Code

**Here are some examples:**

Sherwin Williams #1234 – Long Street

23 Long Street

Cooper, TX 76550

Circle K #1234567 – Cooper Drive

100 Cooper Drive

Whittier, NC 45632

Bubbas Sugar Shack – Columbia

5689 N Hwy 16 South

Columbia, SC 65984

Aldi - Independence Blvd

5689 Independence Blvd

Matthews, NC 28912

**Customer name # store number (if you have one) space – space Street or City**

If you have any questions, please feel free to reach out to me.

Thank you

Donna Howard

Customer Data Manager

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