

# POINT-OF-SALE

CASE STUDY

SIMPLY DRIVEN EXECUTIVE SEARCH



**DRIVING POINT-OF-SALE**  
INNOVATION & RETENTION

**21**

SIMPLY DRIVEN HAS EMBEDDED  
21 CONTRACTORS WITHIN CIRCLE  
K'S POS TECHNOLOGY GROUP

**1**

INTERNATIONAL  
RESOURCE

**20**

DOMESTIC  
RESOURCES

**Circle K is one of the largest convenience store chains in the world, recognized for its commitment to customer satisfaction and operational excellence. To maintain its competitive edge, Circle K sought a partner capable of providing cutting-edge Point of Sale (POS) technology solutions and ensuring the security and efficiency of its systems across thousands of retail locations.**

## THE CHALLENGE

In the rapidly evolving retail environment, Circle K needed a partner to manage and innovate its POS systems across multiple platforms, including NCR Radiant (primary), Verifone, and ComData. The challenge was not only to develop and deploy these systems but also to maintain security standards such as EMV and Point-to-Point Encryption (P2PE), while integrating loyalty systems to enhance customer experience.

Additionally, Circle K required long-term support from skilled professionals who could provide continuity, adapt to evolving technology, and maintain project timelines across diverse global locations. Retaining such a talented and experienced workforce over time was crucial for success.

## THE SIMPLY DRIVEN SOLUTION

Over the past six years, Simply Driven Executive Search has embedded **21 contractors** within Circle K's POS technology group, including **20 domestic** and **1 international** resource. Our team has delivered high-quality solutions across three key areas:

### POS SOFTWARE DEVELOPMENT & DEPLOYMENT

Managing the entire lifecycle of POS platforms, including NCR Radiant, Verifone, and ComData, from software development through deployment and maintenance.

### POINT-OF-SALE SECURITY

Spearheading the development and deployment of EMV and P2PE solutions, ensuring that Circle K remains compliant with the highest security standards and providing peace of mind for millions of customers.

### LOYALTY SYSTEMS INTEGRATION

Working closely with Circle K's teams to seamlessly integrate loyalty programs into the POS platforms, enhancing customer engagement and driving revenue growth.

## KEY ROLES FILLED

**PROJECT  
MANAGEMENT**

**POS TECHNICAL  
SPECIALISTS**

**BUSINESS  
ANALYSTS**

all of whom were selected for their expertise and long-term fit within Circle K's culture.

## KEY RESULTS

### HIGH CONTRACTOR RETENTION

Simply Driven has achieved a remarkable **90% retention rate** over the past six years, underscoring the quality and satisfaction of the talent we provide. Our contractors have an **average tenure of 3 to 6 years**, reflecting the depth of our partnership with Circle K.

### CONSISTENT PERFORMANCE

All contract resources have been **renewed for the next 12 months**, demonstrating Circle K's confidence in our team's ability to consistently deliver on critical technology projects.

### GLOBAL EXPERTISE

With one international and 20 domestic contractors, we've ensured that Circle K's needs are met at both the local and global levels, helping the company **stay ahead of the competition.**

**Simply Driven's partnership with Circle K exemplifies our ability to provide long-term, high-quality technology solutions that drive innovation, security, and customer loyalty. By embedding a skilled team of professionals in Circle K's POS technology group, we have not only met but exceeded their expectations, positioning them for continued success in the fast-paced retail sector.**

**RAPID ACCESS TO THE  
RIGHT TALENT IS A  
COMPETITIVE ADVANTAGE.**

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