

Want to boost your forecourt's profitability? Here are five things every fuel retailer should know.

1. The weights and measures inspector protects your customer — not your fuel inventory.

An inspector can give your store a “thumbs up” in terms of meeting tolerances, even though you may be losing hundreds of gallons of product due to meter drift. Our patented meter drift technology protects you, your fuel inventory, and your customers by identifying meters that are drifting away from strike and holding back or giving away product. Meter drift analysis reports for each dispenser position associated with a product help you identify meter error's impact on profitability.

2. You don't always receive the delivery amounts you pay for.

Terminals, carriers, and drivers will all push back hard if you question a delivery amount and claim a delivery shortfall. With our Continual Reconciliation data at your disposal, including actual calculated delivery amounts, you'll have the information and evidence you need to pursue claims of fuel shortages. We identify the gross and net amounts of product actually delivered to the tank system, which is critical information because deliveries to retail facilities are not metered when product is introduced. Our delivery audit provides a reliable measure of the actual amount of product delivered versus the bills of lading, and our precise delivery calculations consider factors such as temperature, tank geometry, and elapsed sales.

3. Want to attract business from the forecourt into the store? Don't ignore slow flow rates that irritate customers.

Restoring a dispenser to its proper flow rate will increase sales at the position by up to 20% and help increase your store

traffic. Our system calculates dispenser flow rates for each position associated with a particular product, and identifies issues such as clogged filters, defective flow arrestors, and inadequate turbine pump capacity — all of which can affect how quickly product is delivered to the customer. Our leading-edge technology and new flow rate reports help you improve efficiency and profitability, and ensure a positive customer experience.

4. Fuel theft is a persistent issue.

Even at dispensing positions outfitted with anti-theft kits or intrusion detection devices, skilled fuel thieves can find ways to circumvent your defenses. A dispenser can be altered so that it will not record actual amounts of product withdrawn; our advanced technology identifies and alerts you to such incidents by date, time, and amount. We continuously research fuel theft, so we're always aware of the latest theft and tampering techniques.

5. Investigating fuel losses can be daunting for a technician without proper guidance.

Sending technicians to investigate fuel losses can be futile if they don't know where to look. One of our customer's technicians referred to us as the “David Copperfield Company,” because “it's like magic how Warren Rogers can pinpoint the specific problem.” In addition, during a dispenser or ATG repair at a facility, we can assess whether the repairs were effective or if additional work is needed. This ability to verify that a repair has been made, and inform you that performance has been restored — in real-time — eliminates repair call-backs, increases efficiency, and saves you money.



These are just five of the many ways we can fuel your profitability. Contact us for a free consultation and to see a demonstration of our fuel management system.



Fueling your profitability.

