



USA's 3rd Largest C-Store Saves \$5 Million/Month with Aspire's Fuel Price Management Enhancement

Reduces Resolution Times by **88%** and
Gets More Competitive

“

I would like to express my appreciation for the valuable partnership Aspire has provided to our IT infrastructure, operations, and support teams. Through this partnership, our teams are better able to support and enable our business partners, which in turn allows the business to focus on our guests. I look forward to our continued partnership.

- Senior Director of IT Infrastructure and Operations

”



attention.
always.



Challenges

- Significant Financial Impact
- Manual Inefficiencies
- Loss of customers to competitors

Solution

- Standard Operating Procedures (SOP), Efficient Process Implementation, and Knowledge Articles

Results

- Reduced resolution times by 88%
- Saved \$5 million per month
- Efficiency enhancements

About the Customer

The client is a leading convenience store chain in the US with over 2,600 locations across 18 Midwest states. Despite impressive growth in store count, footprint, innovative products, and private labels, customer loss due to irregular management of fuel prices was a concern. Reliant on the NCR and Price Advantage Systems, the chain aimed to minimize financial losses by streamlining fuel price alterations.

Challenges:

- » **Significant Financial Impact:** Inaccurate fuel price changes led to an estimated loss of \$20,000 per store (across 2400 stores), prompting customers to choose competitors' stations due to irregular pricing.
- » **Manual Inefficiencies:** Multiple manual processes hindered efficient fuel price management.
 - » NCR and Price Advantage Systems inadequacies necessitated nearly 40% of manual interventions for price changes.
 - » Manual confirmation of price adjustments by store managers caused delays and oversights.
 - » Lack of integration in sign-board systems led to manual alterations and pricing discrepancies.
 - » Pump outages resulted in inconsistent pricing.
 - » Irregular pricing diverted customers to competitors, impacting profitability.



Aspire's Solutions:

- » **Standard Operating Procedures (SOP):** Aspire developed comprehensive SOPs outlining step-by-step procedures for addressing pricing discrepancies, ensuring consistency and efficiency across all stores.
- » **Efficient Process Implementation:** Aspire implemented efficient processes for managing fuel price adjustments, reducing manual intervention, and streamlining workflows.
- » **Knowledge Articles:** Aspire created knowledge articles to provide store managers with guidance on resolving common issues related to fuel price management.

Outcomes:

- » **Improved Management:**
 - » **Reduced Resolution Time:** Handling approximately 300 daily price adjustment requests, resolutions averaged 45 minutes, significantly quicker than the previous 6-hour average.
 - » **Diminished Duplicates:** Implementation of SOPs and knowledge articles reduced duplicate tickets, expediting resolutions.
 - » **Stabilized Process:** Over six months, Aspire successfully stabilized the strategy, ensuring consistent and efficient fuel price management.
- » **Financial Impact Reduction:**
 - » **Timely Resolution of Inaccuracies:** Aspire Helpdesk resolved inaccurate fuel prices within 45-50 minutes on average, minimizing financial impact.
 - » **Financial Impact Reduction:** Efficient resolution of pricing inaccuracies reduced financial impact by saving \$5 million per month, enhancing profitability and sustainability.
- » **Efficiency Enhancements:** Through process optimization and implementation of SOPs, Aspire reduced the resolution time for inaccurate price changes from 4 hours to 45 minutes per store, significantly improving operational efficiency and customer satisfaction.



Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.

For more info contact: info@aspresys.com or visit www.aspiresys.com

USA

+ 1 630 368 0970

SINGAPORE

+65 3163 3050

INDIA

+91 44 6740 4000

BELGIUM

+ 32 3 204 1942

NETHERLANDS

+ 31 (0)30 800 92 16

POLAND

+48 58 732 77 71

MEXICO

+52 222 980 0115

UNITED KINGDOM

+44 203 170 6115