

Centeron Saves More Than Dollars & Cents

Like many petroleum marketers, Davis Oil Company is continuously on the phone with customers, either taking orders or collecting tank level information. And many times, sales reps spend the better part of their day sticking tanks rather than picking up new customers. Often, despite the efforts of these individuals, the dispatcher receives calls from customers 40 miles away from the plant, who need a delivery five minutes ago.

Prior to using the Centeron® Wireless Tank Monitoring System, Davis Oil classified its customers in three ways, will call, weekly fill or keep full. In some situations, this system worked, but several customers had extremely erratic usage patterns and were located too far from the plant to make regular tank level measurement practical. Or they frequently called to schedule an emergency delivery when they were completely out of

product. Davis Oil, quickly began to see that these types of customers were costing a great deal more money to service than the typical customer, so they started looking into methods for controlling this cost.

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Davis Oil

After researching several options, Davis decided on the Centeron System because the wireless monitor required little installation cost and the data center provided accurate, up-to-date tank level information on a daily basis for tanks that were difficult to manage. Davis purchased seven Centeron monitors and placed them on tanks at the three different customer locations that were causing the biggest headaches.

The first site is a concrete company located approximately 14 miles from the plant. When business is good, the company produces concrete at a rapid pace and uses a large amount of fuel. When business is slow, relatively little

fuel is used and the company needs deliveries less frequently. Because there is no way to predict when high usage or low usage periods will occur, Davis frequently stops to make deliveries that are not required and receives calls for emergency deliveries when the customer has run out of product. In the interest of providing better customer service, saving themselves the time and expense of unnecessary deliveries and eliminating costly emergency runs, Davis supplied the customer with a Centeron System.

The second site, is a chalk mine located approximately 60 miles from Davis' plant. This customer has a small 250 gallon tank at his facility, however, the tank is not watched very carefully and the customer often calls to schedule an emergency fill. Because this was such a small tank and the mine was located so far from the plant, Davis decided to incorporate a monitoring system, so that when drivers were closer to the area, they could stop by and make a delivery if the tank could take more product. The placement of this monitor eliminated lengthy emergency runs to the mine, with the added benefit of pre-planning deliveries only when the driver was in the area.

Finally, three additional monitors were placed at a farm/packing plant located 20 miles from Davis' facility. The usage on these tanks was extremely unpredictable and it was imperative that the tanks remain full during peak usage periods. Davis placed monitors on these tanks as a way to ensure that the customer never ran out of fuel and to prevent the customer from switching suppliers.

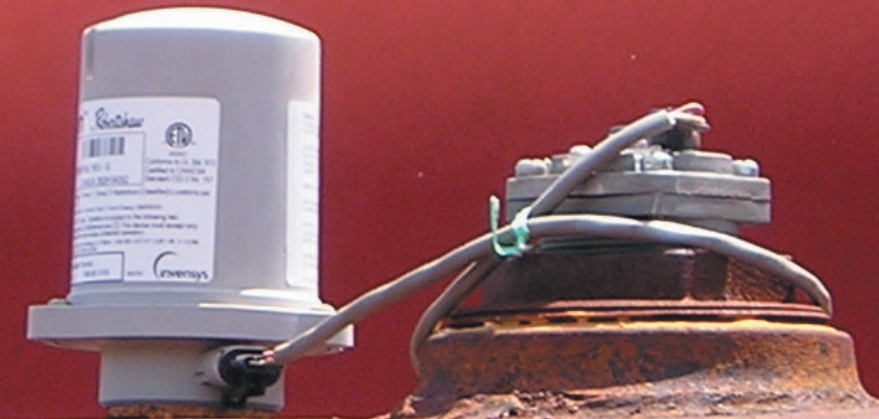
By using the Centeron System, Davis Oil has been able to eliminate all emergency runs to sites

with monitors and increase the margin per delivery by about 40%. Davis is able to reduce the number of deliveries per site, provide improved levels of customer service, keep these customers from switching fuel suppliers and refocus sales reps on selling rather than sticking tanks. All of these benefits have added up to more than a mere cost savings for Davis Oil. Strengthened customer relationships, fewer dispatching headaches and peace of mind provide an added value that can never be measured in dollars and cents.

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