

Leading Fuel Distributor

Success Story: PROFIT MARGIN OPTIMISATION

Leading fuel distributor throughout the UK, offering a range of services, including bulk fuel delivery, top-up and fuel management. Dedicated business with a key focus on customer satisfaction. With a fleet of delivery vehicles at hand, this fuel distributor provides customers with an impressive and convenient service and is continually growing year on year.

THE CHALLENGE

As a new business, this fuel distributor was finding it difficult to compete with already established distributors who dominated the market for the past 20 years. They wanted to offer customers the best price for fuel supply however, given they're a new company, this posed challenging.

THE SOLUTION

Dunraven Systems Delta Software offers the capabilities to help monitor

"On the strength of the relationship with Dunraven and their solutions, we have been able to expand our business into new territories."



fuel tanks remotely, collecting the data from each in an orderly and easy to understand manner. It provides end users with simple graphs and relevant data to help customers make more informed decisions and therefore, excellent savings on their home heating.

THE RESULTS

Dunraven solutions became key to the fuel distributors business. With Delta implemented, they now offer the lowest cost fuel and have seen a massive increase in market demand. Now, all of their customers receive a remote tank monitoring system which monitors their fuel easily.