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E.J. Pope & Son, Inc.
(DBA Handy Mart)   Mount Olive, NC

COMPANY

POPE

E.J. Pope & Son, Inc. (DBA Handy Mart)

www.handymarts.com

STORE COUNT: 38

CONTRIBUTOR

Cory Robinson

Director of Marketing
E.J. Pope & Son, Inc.
Mount Olive, NC

TECHNOLOGY PARTNER

Altria

# E.J. Pope Streamlines their Tobacco Promotions with Petrosoft's Certified Altria API Integration

INTRODUCTION

E.J. Pope & Son, Inc. is a third-generation, family-owned company founded in 1919 in Mount Olive, NC, as a coal hauling business known as E.J. Pope Coal Company. The hauling was done by horse-drawn wagon from the train to the coal yard. In the early thirties, the company hauled brick, stone and other supplies from the train to the construction site. Today, the company operates several divisions, including a chain of 39 stores branded Handy Mart. The first Handy Mart store was opened in 1975.

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THE CHALLENGE

The company, like many c-store chains, uses spreadsheets to help bridge the gap between disconnected systems. This included managing the setup of their Altria promotions. Before leveraging the Altria API integration, the company would manually enter all the promotions into a spreadsheet. It was then used by the price book coordinator to manually enter those Altria promotions and price changes into CStoreOffice, their cloud back-office system. Robinson notes that it is critical not to make any errors on tobacco pricing, resulting in lost rebates.

With the Altria API and Petrosoft's platform, they hoped to reduce the possibility of entry errors while becoming operationally more efficient. The company was already using APIs for fuel pricing and gift card balances.
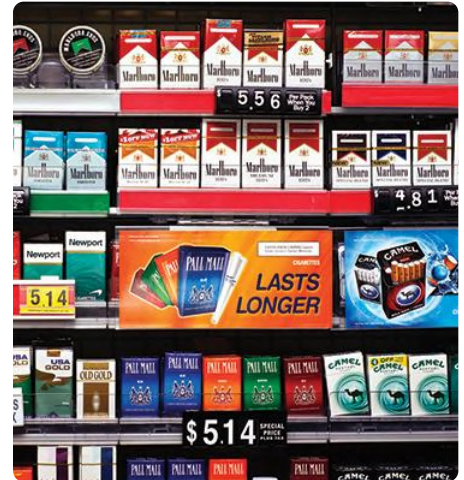
THE OUTCOME

"Normally, tobacco changes take the whole morning to execute, and then they need to be audited the following day. With the API integration, changes were implemented in the morning and the audit cycle was completed by noon that day."

The company found the integration was easy and saved them at least ½ day. Although their accuracy rate was already at 99.5%, the integration provides peace of mind since the opportunity for internal errors is reduced dramatically.

Learn more about the benefits of C-StoreOffice and automation of c-store operations.

FINAL THOUGHT

Q   **Where else would you like to leverage APIs to get this type of functionality?**

A   All tobacco companies first; packaged beverages second.