

CASE STUDY**COMPANY****Marine Oil Company, Inc.**

Store count: 3

CONTRIBUTOR**Melissa Albert**

General Manager

Marine Oil Company, Inc.

GOAL:**Find Efficient Back-office
Software to Replace
Manual Processes****KEY SOLUTION BENEFIT:****Automate Back-office
Operations****PETROSOFT PRODUCT:**

Marine Oil Company, Inc.

Warsaw, NC

**ABOUT MARINE OIL COMPANY, INC.**

Marine Oil Company, Inc. owns and operates three convenience stores in Warsaw, North Carolina.

Melissa Albert, General Manager, wanted to streamline and automate store operations, but because stores used mainly manual processes, she was unsure how she would find back-office software that would be easy to implement. She also needed to find a back-office software vendor that would offer training to all 35 employees.



THE CHALLENGE

When Melissa Albert, General Manager of Marine Oil Company, Inc., began searching for new back-office software for Marine Oil's three convenience stores, she wanted to find a solution that would transition the c-stores into the 21st century. Albert said when she first started working for Marine Oil, processes across the stores were manual, including using two-part carbon paper. Very few improvements had been made to automate manual processes when she started searching for back-office software in 2020.

"Inventory control was tough because you didn't know if they (employees) were actually ringing all the products, or if they were at the right price, because (there were items) with no sticker. The processes were very archaic. .. and it's hard to manage that way."



But the prospect of implementing back-office software, and training 35 employees on all the processes, seemed so insurmountable that it kept Albert awake at night. Albert met a Petrosoft representative at a retail trade show where she learned about CStoreOffice® back-office software. When she decided it was time to purchase a new back-office solution, she spoke with Mike McDavid from Petrosoft's implementation team and to other Petrosoft team members.

"From the beginning ... we were one hundred percent sure after speaking with Mike that we were going to get whatever support we needed, for as absolutely as long as we needed it."

[Learn more](#) about
the benefits of
C-StoreOffice and
automation of c-store
operations.

Albert normally interviews several vendors when making a purchasing decision, but she and her team were so comfortable talking with McDavid, that she decided to purchase CStoreOffice® from Petrosoft without researching other software vendors. Albert said Petrosoft's support team and online training resources have helped her to acclimate to CStoreOffice® quickly and easily.

"Every time we needed something, we got what we needed -explanations, (training) videos, training sheets. The training videos have proved to be completely invaluable. I would even watch videos on my phone and then go through the process (from the videos) step-by-step in CStoreOffice®. The support has been unbelievable!"



Albert said the automated price book and the ability to manage promotions have saved time and made work more efficient. She also said that CStoreOffice® has also helped Marine Oil to positively impact their customers:

"We believe you can live or die just based on customer service. To be able to get a customer in and out, simply because an item can be scanned, instead of guessing (the price), and walking around the store looking for prices, that is huge to us!"

Albert said that sales reports in CStoreOffice® have given her the transparency to determine which products produce the highest revenue. The sales reports also help her to compare manufacturers' discounts to actual sales to determine if specific items are profitable to Marine Oil. Albert recently implemented Petrosoft's Invoice Data Processing services, which provided instant cost savings. Albert said when store managers manually tracked invoices, Marine Oil spent an estimated \$51K in labor costs across all three stores. She said that with Petrosoft scanning all store invoices, c-store managers can spend more time with customers and mentoring and coaching their teams.



"Best decision we could have made ... the app is definitely the way to go. Takes about five seconds an invoice. We haven't had any invoices returned to us ... it's also helping us get the new items in much faster than waiting until something doesn't scan. I cannot say enough good about it. The operators processing the invoices are to be commended."

As for overall benefits of purchasing CStoreOffice®, Albert is enthusiastic about the future and wants to continue to learn how CStoreOffice® can improve profitability across her c-stores.



"Honestly, we couldn't have made a better decision!"

ABOUT PETROSOFT

Petrosoft's internet-based software provides innovative business solutions to the convenience stores, retail, and petroleum industries. Beginning in 2002, Petrosoft transformed the convenience store industry when its founder, Sergei Gorloff, a retail operator and engineer, introduced CStoreOffice®, its internet-based back-office software solution.

Today, the company designs, develops, and markets end-to-end retail technology, enabling a seamless connection between vendors, forecourt, point-of-sale, made-to-order, back-office, fuel management, network and financial systems. The company continually strives to find innovative ways to enable retail operators to better manage their forecourt, in-store and back-office operations.

The company supports its product line from its headquarters in Pittsburgh, PA. Learn more at www.petrosoftinc.com.

