

# Reliance Petroleum Case Study

## An interview with Steve Jones, Business Infrastructure Manager

**Why did you specifically choose Conexa-eNabler for Reliance Petroleum?**

I was aware of the functionality, so I was confident it would definitely give us everything we needed. I also knew that the design and layout from the customer perspective was easy to use. But the key factor was that I knew the product was *fit for purpose* for us. That meant it would be easy for us to get it to market quickly.

**How has the launch of the product gone?**

The launch has gone very well - in terms of getting customers to sign up, we are probably ahead of our targets and I reckon we'll easily meet our fairly aggressive ultimate targets. Feedback has been very positive from the customers.

**Can you describe some of the things customers like about what the system offers them?**

Firstly, the functionality, transparency - and ease - for managing fuel cards: stopping, altering and ordering new cards. If you have a reasonable size fleet, it's hard to do all this manually as you're not able to see the status of all the cards. But now - all of a sudden - you've got full visibility.

Secondly, it's the ability for customers to get their invoices online, the day after they receive a delivery. In the past, they received invoices after the 30<sup>th</sup> of the month, so all they had was a delivery docket. But now they have priced invoices online, one day after delivery - so that's a huge benefit for them.

**What does the system offer Reliance Petroleum in terms of operational efficiencies?**

The main one is the order cycle - by getting customers to order online takes away somebody having to take a call and entering all the information. But it can also avoid a second call saying "where's my product?" because once they've ordered electronically, they can track it electronically themselves. So, that's a major part of the sales pitch now - persuading customers to place orders online, so they can get that information easily, themselves.

Online payment is another advantage because of the flexibility and visibility it gives us, plus the ability for us to do invoice matching. This gives us more effective control over what people have paid and easier dispute management.

**Could you share some of the challenges putting the system in place - and how you have overcome them?**

The first part of the challenge was to get into the mindset of the organisation, explaining how online ordering and online processing will work, so our internal people recognise the more we promote it to the customers, the better service we can offer.

I think getting internal people convinced and making sure they drive it the right way, is your first challenge. Or, more to the point, persuading them we can be more efficient for them - the customer, *as well as* making savings internally. We put it that way because, often, internal people see these things as just ways for us to cut costs - that's not what this was about. Yes, of course there's a benefit. Yes, we want to get the savings, but actually it's about enhancing the customer offer and making us more flexible in the way we do business.

The second part of the challenge was about getting our internal data - which is usually hidden and not seen by the customer - tidied up and to the point where we could *actually* show it to the customer.

So there was obviously a big effort in making sure that whatever we presented to the customer was accurate. It actually forced us to implement controls within our own organisation to make sure we maintain our data more accurately. That has actually driven us to put a slightly different focus on our data management, which we've now done, as a result.

**Did the implementation of the system result in a loss of jobs?**

Actually, that didn't really happen to any great extent. We have enough growth .... so, it allowed us to effectively redeploy staff.

**Was there anything else you can think of?**

There are probably two aspects I can add.

The system allows us to maintain the smaller customers and give them a reasonable price rather than either cutting them off because we not making any money, or having to increase the price to them, so we do make money.

The other area is that there are real benefits for customer of all sizes - the small business, the medium business and the large business. However, I believe there are *different ways* to talk to each of those businesses about the specific benefits.

We certainly talk about ordering online but we don't *actually* highlight the central controls very much. For example, the fact that, at a Head Office level, you can put spend limits on various areas, so you can control how much they spend and what they do. In the set-up screens you can limit the dollars, so it does give some control.