

## FUELS

# How the Right Fueling System Can Help Reduce Costs and Increase Convenience Store Operation Efficiencies

Sponsored content from our partner [Franklin Electric](#) on Jul. 31, 2023



Franklin Electric

Staffing and labor are major concerns for many convenience store retailers. According to Technomic's *2022 C-Store Market Annual Report*, 94% of convenience store retailers said they are concerned about the ability to hire enough workers at store level, and 86% said they are concerned about the ability to retain current store level employees.

Other concerns for retailers include high costs associated with the maintenance and service of their stores and, according to Technomic's *2022 C-Store Market Annual Report*, the ability to increase in-store traffic. Issues such as these can alter the way convenience and fuel retail industry employers operate their businesses, leading them to look for alternative equipment or processes that require less maintenance and labor.

Numerous convenience store retailers are actively seeking to capitalize on their existing tools to enhance operational efficiency while minimizing costs. Among these strategies, some are exploring innovative ways to use essential site technology, such as automatic tank gauges (ATGs), beyond fuel inventory and compliance monitoring. Depending on the ATG, convenience store retailers may be able to automate routine business operations, optimize staffing levels and reduce maintenance costs.

The right ATG can enhance numerous business functions and elevate the customer experience. A critical part of the customer experience is simply fueling their vehicle. In an article by NACS, most customers/motorists view fueling as a chore. If a fueling station cannot consistently offer a fast and convenient fueling experience, customers may choose to go somewhere else. Consistently fast flow rates will lead to repeat business and help reduce customer wait times.

For retailers considering a new ATG or seeking to optimize their existing one, prioritizing flow rate monitoring is essential. Flow rate monitoring improves dispenser throughput and maintains fast flow rates with the ability to detect and react to potential slow flow issues before they impact business.

In the event the fuel system is offline, advanced pump monitoring like turbine pump interface can get the site online faster. Turbine Pump Interface provides retailers peace of mind by preventing issues such as fuel runouts, dry runs and tank overfills that can cause a loss of sales and further customer frustration. Some ATGs can automatically detect and react to offline fuel systems and quickly bring the system back online with remote troubleshooting. This can prevent extraneous maintenance calls and costly trip chargers.

Inside the store, some ATGs have expanded capabilities to facilitate automation to help reduce costs. According to the U.S. Department of Energy, lighting accounts for approximately 10% of the total energy costs in commercial buildings, and outdoor lighting can account for up to 50% of a commercial building's lighting costs. Businesses that rely heavily on outdoor lighting, such as convenience store retailers, can combat these costs through automation. Automated lighting systems are designed to adjust the level of lighting based on the time of day, weather conditions and other factors that affect lighting needs.

Many businesses are hesitant to invest in expensive lighting automation systems due to the high cost of hardware and installation, but expanding an existing site device such as the ATG at may offer the perfect solution. By using this existing device to control lighting, convenience store retailers can save on hardware costs and reduce energy consumption by ensuring that lighting is only on when needed.

In an increasingly competitive market where staffing and labor concerns, high maintenance costs and the need to enhance operational efficiency are critical, being able to expand the functionality of existing equipment is crucial. By exploring new ways to leverage fuel management systems beyond fuel inventory and compliance monitoring, retailers can optimize their operations while minimizing costs.

For those that want to do more, Franklin Electric's EVO Series is more than just an ATG. Developed with the changing needs of station owners and convenience store retailers, the EVO™ Series delivers advanced fuel system control and monitoring, while also enabling operators to leverage their ATG investment to streamline other operations.

For more information, read the [C-Store Operations Quick Guide](#), in which Franklin Electric takes a closer look at the many ways their ATG can further support operational efficiencies such as:

- Preventing equipment corrosion
- Advanced pump monitoring and control
- POS, price sign and fuel dispenser uptime assurance
- Lighting automation
- Emergency stop monitoring and control
- Fuel rate monitoring
- Fuel theft prevention
- Fresh food temperature monitoring automation
- Car wash monitoring

This post is sponsored by [Franklin Electric](#)