How a Management Software System Improved The CSR Experience

A Case Study on Davenport Energy's Transition to Blue Cow Software's Ignite Software Suite.

Executive Summary

Davenport Energy converted its company's back office, delivery, and service software from CMI/Petrocycle to the Ignite Software Suite in 2015. Management decided to change the company's primary business software due to lack of efficiency among its Customer Service Representatives (CSRs) and difficulty generating useful reports in the previous software. The Blue Cow Software team worked with Davenport Energy to successfully implement Ignite Enterprise, Ignite Web, and eventually Ignite Mobile, even as Davenport closed on an acquisition mid-way through the process. The acquisition required flexibility from the Blue Cow Software team to additionally convert data from ADDS South software system.

About

About Davenport Energy

Davenport Energy has been a leader in the fuel distribution and service industry for over 75 years. Founded in 1941, the company has provided petroleum products and service to thousands of customers across Virginia and North Carolina with quality and professionalism. Davenport's focus has been on exceptional customer service while maintaining personal contact throughout its growth from a small oil jobber to a multifaceted company.

The company started off serving the large agricultural and residential demand for fuel oil. As small country stores began to appear along the Virginia countryside, Davenport Energy expanded, developing a substantial business with service stations and convenience stores.

Two decades later and steps ahead of the industry, Davenport launched its propane service and supply business to meet the changing needs of regional residences and businesses. Today, Davenport Energy is recognized as one of the leading suppliers of propane in the region.

Davenport Energy continues to be an industry leader with 10 regional offices serving over 30,000 customers throughout Virginia and North Carolina. Its strong management team is dedicated to putting the customer first 100% of the time, thus providing unsurpassed product quality and consumer commitment.

About Blue Cow Software

Blue Cow Software is the leading provider of software solutions for the fuel oil, propane, and HVAC industries. Founded in 2004, Blue Cow Software helps fuel distribution and service companies streamline and automate daily operations for their back office, delivery, and service teams. Hundreds of fuel oil, propane, and HVAC businesses across the United States and Canada rely on the Ignite Software Suite to help their business improve.

The products that make up the Ignite Software Suite allow businesses of all sizes to lead smooth, paperless, real-time operations. Ignite Enterprise is Blue Cow Software's flagship product. Fuel oil, propane, and HVAC businesses who use Ignite Enterprise often add-on Blue Cow Software's other software products to further streamline their business's operations.

The company operates on the philosophy to "Be Better." Blue Cow Software constantly updates it products based on customer feedback and the latest industry trends. By doing so, Blue Cow Software has established itself as the premier software company in the industry and has helped customers continue to achieve extraordinary results.

Challenges

Davenport Energy's former back office software system created several pain points for the CSRs and management team.

The CSRs primarily struggled to efficiently complete daily tasks. "You had to bounce from screen to screen to handle the daily process of customer service, from database maintenance to account set up. Basically, it was very cumbersome to operate efficiently," said Joe Pennesi, Davenport Energy's Director of Operations.

Management had a similar experience to customer service. Davenport's management team could not create the reports necessary to grow the business and determine what changes needed to be made to run more efficiently. "We were unable to generate viable reports for common management areas like Degree Days, Volume Reports, Credit Reports, and even more," shared Pennesi about management's challenges. The complications caused by Davenport's former software increased the company's operating expenses in addition to having a negative impact on the attitudes of the CSRs who were constantly frustrated by their experience in the software.

When management decided it was time to look for a new back office, service, and delivery software, their primary goal was easily defined: "We needed to improve the experience of the CSR in handling customers from the phone, to the transaction process, and to the credit function," said Pennesi.

The Solution

Joe Pennesi first heard of Blue Cow Software from a colleague in 2013. "I had heard that Blue Cow offered a friendlier software system to use and operate," shared Pennesi. At the time, Pennesi was working for another fuel distributor that operated on ADDS software.

In late 2013, Pennesi began working for Davenport. The company was expanding and looking for a new software to handle the back office, delivery, and service side of the business. Pennesi suggested Blue Cow Software and once he garnered interest among his team, he spoke to a friend in the industry who was an active Ignite Software Suite user. "They were most pleased with their decision to purchase Ignite," recalled Pennesi of this instance.

When the National Propane Gas Association's (NPGA) annual Southeast Convention came around in 2014, Pennesi and the Davenport Management Team made it a point to learn more about Blue Cow Software and how the Ignite Software Suite could benefit Davenport. Following a thorough demonstration of Ignite Enterprise and its sibling products, the Davenport team decided to proceed with Blue Cow Software and implement parts of the Ignite Software Suite.

"We initially purchased Ignite and Ignite Web. At the time, we knew we were going to purchase Ignite Mobile as well, but we didn't want to start to run with that platform given the time of year we rolled out Ignite…in September, the start of the busy season," said Pennesi. Upon agreement to convert Davenport's data and install Ignite in all of Davenport's office locations, the Blue Cow Software team diligently worked with Davenport's CSR and management teams to ensure a successful implementation.

The implementation began by identifying areas for improvement within Davenport's business. Based on the identified pain points, Blue Cow Software's team customized and adjusted the settings in Ignite to support Davenport's goals. When the customization and adjustments were complete, Blue Cow Software's team tested Ignite on a new, mapped copy of Davenport's data to ensure the software system was functioning as desired. During this time prior to the official Live date, select members of Davenport's team were given access to the pre-live environment (a copy of the cleaned database and the new software system) so they could familiarize themselves with the new system. These team members had early access to online training videos and guides to assist in their Ignite education.

When the Live date approached, both the Blue Cow Software team and Davenport team, were excited and prepared to hit the ground running with the new software.

The Results

"Our installation process was awesome. We had our hiccups but that was in most part due to the fact that we closed on an acquisition at the same time requiring Blue Cow to deal with CMI/Petrocycle as well as ADDS South. Everyone hung in there, worked together, and the end result was positive. The user experience improved quickly due to the ease of maneuvering within Ignite," recalled Pennesi of the installation process and the time spent initially working with the Blue Cow Software team.

The Live date consisted of seven Blue Cow Software team members visiting Davenport's numerous office locations and launching Ignite. In total, Blue Cow Software installed Ignite Enterprise on 60 computers, Ignite Mobile on 55 tablets, and set up Ignite Web for Davenport's usage. Following installation, the Blue Cow Software team stuck around for on-site training at each location. Davenport's entire team completed on-site training in three weeks following their Live date. Two years following complete installation, Joe Pennesi commented that Davenport's business operations have improved:

> "We were able to save payroll dollars in several of our offices especially after rolling out Ignite Mobile. We never like to reduce people but it's more in the fact we did not need to replace them. Our Customer Service Reps' jobs have become so much easier and more informational. Overall, Operations has become a better experience for them and for our management team."

Davenport Energy and Blue Cow Software continue to work closely to find ways to improve Davenport's daily operations. Having signed up for Blue Cow Software's Complete Care package, Davenport' has unlimited tech support from the Blue Cow Software team. "I have been in this business for 31 years," commented Pennesi, "and the support we receive is the best by far. Blue Cow listens to their customers and many [software] enhancements/requests are initiated through this type of relationship."

In summation of Davenport Energy's experience with Blue Cow Software, Pennesi said, "We looked, we found, we chose, you produced, and we are happy with our decision and overall experience!"

The Blue Cow Software team is here to help you Be Better. For sales and demo inquiries, please contact Blue Cow Software at 888-499-2583 or send us an email at sales@bluecowsoftware.com.