

Why, When, and How to Use AI in Fuel Marketing Operations: Practical, No-Fluff Advice for Getting Started



Who are **we**?



Rohit Srivastav

Head of Marketing

Has led marketing at some of the fastest growing SaaS companies in the world. Has seen the evolution of software and AI in the past decade from courtside seats.



Harini Raa

Product Marketing Manager

Led product marketing for 5 software products over the years

What is the **agenda** for today?

1. **Use cases** for AI in fuel marketing

2. Is your business **ready for AI**?

3. **How** should you go about it?

Practical **AI Use Cases**

1. **Demand Forecasting:** Predicting fuel demand based on historical and real-time data.
 2. **Route Optimization:** Optimizing delivery routes to reduce fuel costs and delivery times.
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Routing



Tangible ROI

Benefits	Description
Increase in gallons delivered	Optimized routes result in more deliveries in less time with the same number of resources.
Reduction in miles	Optimized routes minimize unnecessary detours and backtracking, resulting in fewer miles traveled.
Reduction in salary and overtime	Efficient routes help drivers complete deliveries within regular work hours, minimizing the need for overtime.
Reduction in time spent on planning	Routing algorithms automatically generate optimized routes, saving time and effort in manual route planning for dispatch and drivers.
Reduction in number of zero deliveries	Optimized routes consider factors such as expected volume and customer priority, minimizing instances of zero deliveries.

Tangible ROI

Type	Customer Generated Route	FleetPanda Generated Route	Difference
Deliveries	38,202	38,202	0% —
Hours*	19,666	10,451	-47% □
Miles	263,669	187,645	-29% □
Gals/miles	28	39	39% □
Gals/delivery	190	190	0% —
Gals/hour*	369	695	88% □
Delivery/hour*	1.94	3.66	89% □
Delivery/route	13	17	31% □

- **Saved hours** by 47%
- **Reduced Miles** traveled by 29%
- **Increased Gallons per Miles** by 39%
- **Delivered more gallons per hour** by 89%
- **Completed more deliveries in a single route** by 31%

Current Implementation - View Detail

Dashboard
Dispatch
Orders
Routing
Customers
Operations
Pricing
Staff

REVIEW
⌵
⚙️
PA

Planned

Truck # 980
Deliveries#: 11
Total gallons: 4152

Start 2024-04-08

- 1 Start Location - Thrifty
- 2 COVANTA NIAGARA 450 LP SHUT DOWN TEMP LOAN (NRLM)SPM SUL SUP gal
- 3 CES NIAGARA 136 048 - ULSD (15 PPM SULFUR) SUPREME gal
- 4 METALICO NIAGARA 47 012 - #2 NONROAD (NRLM)SPM SUL SUP gal
- 5 SKRLIN BLASTING 208 013 - #2 NONROAD (NRLM)SPM SULFUR gal
- 6 METZGER REMOVAL 125 INC 012 - #2 NONROAD (NRLM)SPM SUL SUP gal
- 7 NIAGARA METALS 1105 LLC 013 - #2 NONROAD (NRLM)SPM SULFUR gal

Completed

Truck # 980
Time: 2 h and 46.25 min
Distance: 66.7 miles
Stops missing: 1 ?
Deliveries#: 8
Total gallons: 2756.8
Service time: 1 h and 51.51 min

Start 2024-04-08

- 1 Start Location - Thrifty
- 2 THRIFTY BULK PLANT 1100 013 - #2 NONROAD (NRLM)SPM SULFUR gal
- 3 THRIFTY BULK PLANT 1002 013 - #2 NONROAD (NRLM)SPM SULFUR gal
- 4 THRIFTY BULK PLANT 563 013 - #2 NONROAD (NRLM)SPM SULFUR gal
- 5 COVANTA NIAGARA LP SHUT DOWN TEMP LOAN 210.4 #2 NONROAD (NRLM)SPM SUL SUP gal
- 6 PINE AVE LANDFILL CELOS 551.4

Optimized

Truck # 980
Time: 9 h and 20.68 min
Distance: 142.0 miles
Deliveries#: 11
Total gallons: 3698
Hub distance: 45.4 miles
Hub time: 1 h and 42.61 min

Start 2024-04-08

- 1 Start Location - Thrifty
- 2 Start day 0 miles 0 min 25 min 0 min
- 3 Inventory - Start 253 048 - ULSD (15 PPM SULFUR) SUPREME # 1 gal
- 4 Inventory - Start 150 013 - #2 FUEL OIL - ALL WEATHER 013 # 4 gal
- 5 Akron 617 048 - ULSD (15 PPM SULFUR) SUPREME 22 miles 30.95 min 0 min 12.55 min 0 min 0 min # 2 gal
- 6 Akron 150 013 - #2 FUEL OIL - ALL gal

**Is your business ready for
AI?**

**When does it make sense
to invest?**

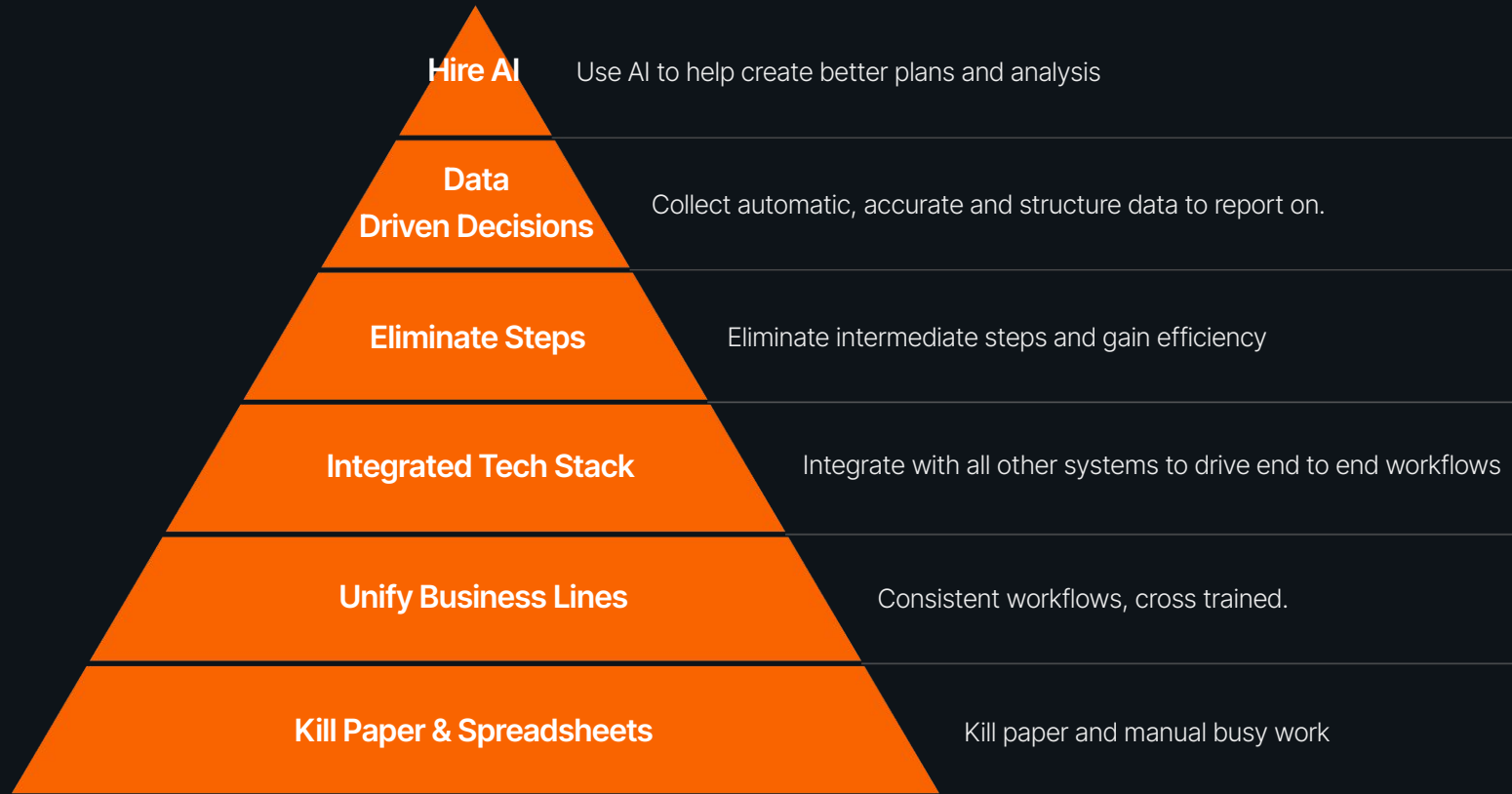
When should you implement AI?

..... 1. Fully Digitized Workflows

..... 2. Structured Data

..... 3. Automated Processes

Panda's **Hierarchy of Needs**



Get your data in shape first

1. Digitize Your Workflows
2. Clean and Standardize Your Data
3. Ensure Real-Time Data Collection
4. Partner with a Strong Tech Provider
5. Test and scale up gradually

Why fuel marketers invest in digital transformation?



Spending too much
time firefighting



Current processes
inhibiting growth



High Competition



Rising Costs



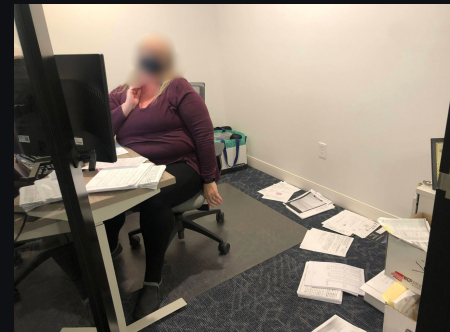
Business Intelligence for
making decisions

1. Spending too much time, firefighting

- They're looking through many docs and excel sheets, chasing drivers to get , etc everyday to get work done
- Manual processes that are time consuming and **error prone**
- Too many steps, and too many calories burnt
- Lot of **overtime**
- "There has to be a better way!"

We were shuffling around a lot of paper before. We had 3 branches, there was a lot of scanning, a lot of paper moving around. There was just a lot of **manual work and errors** as a result of that work.

Patrick McNeece
Partner at McNeece Bros



Current processes inhibiting growth



- Expand into new territories, business lines without adding headcount for higher margins
- Manual processes that don't scale
- Get capacity of extra trucks and employees by optimization

Competitive Differentiation



Make it easy to provide the best customer service for your employees using tech to stand out from the mounting competition

Rising costs



“ There's never been a time where those efficiency gains are worth more than they're worth today.

Trucks are more expensive than they've ever been in the years I've been in the business.

Drivers, obviously, are commanding, rightfully so, **great wages**.

And so, just saving a little bit of time per day, per unit, or per shift is more meaningful now than ever.

So, if not now, when, right? “

Business Intelligence for better decision making



- We now have operations data at our fingertips which wasn't available in pen-paper mode and that has increased efficiency and productivity
- Visibility on every customer, order, gallon, driver etc

How do you embark on the journey of **digital transformation**?



1. **Outsource to a vendor** or build it in-house?
2. All-in-one solution or **best of breed solution**?



3. On-prem software or **cloud solution**?

What exactly should you look for while **evaluating tech** options?



Do more with less



Adaptability to grow and
Change



Tech partner to lean on



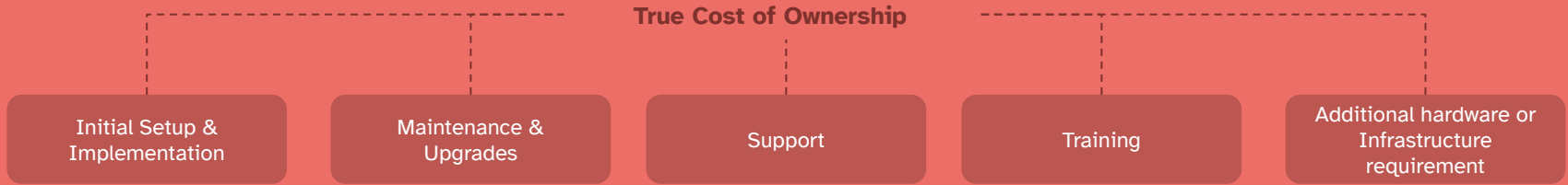
Empowering your team

Let's deep dive into each!

Doing more with less



1. Look at the True Cost of Ownership



2. Ability to integrate and play nice with the rest of your tech stack



Adaptability to growth and changes



1. **Constant improvement** by releasing new features and fixing issues.
2. **Flexible** and willing to build customer requests
3. Software you can **customize** to YOUR needs
4. **Independent** company vs acquired company



Tech partner to lean on



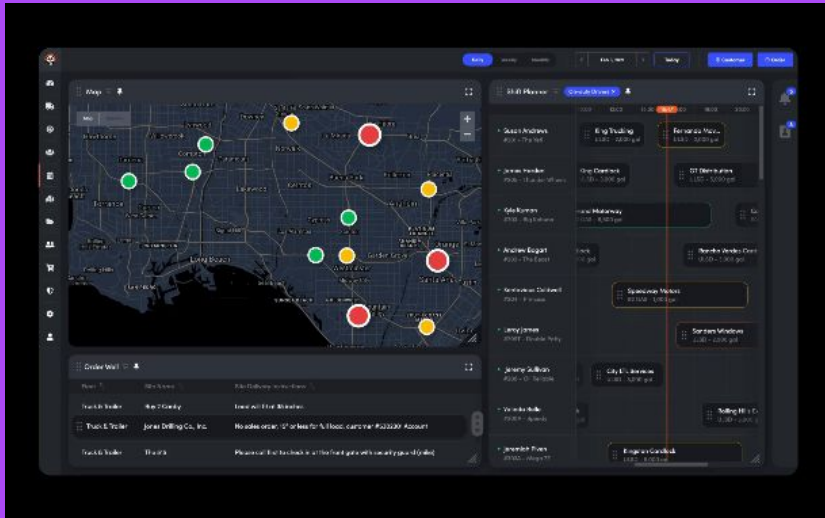
1. Look at the **team** behind the software
2. **Feature vs Future**
3. A partner who will **evolve with you** and help you get where you want to go over the next year, or 5.
4. **Support** that can be accessed any time.



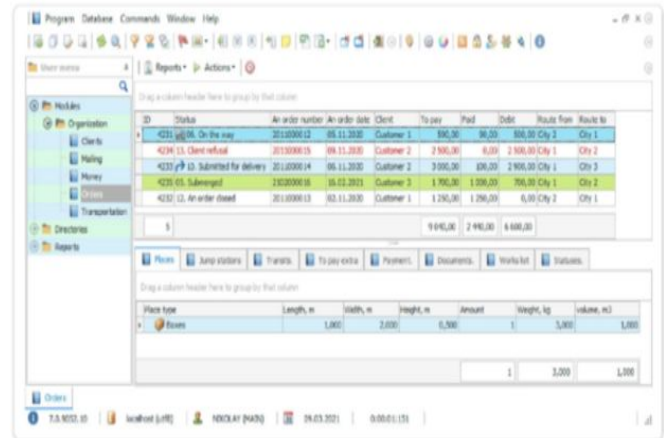
Empowering your team



- 1. **Smooth user experience** that allows your team to be more efficient.
- 2. Implementation should be **timely and smooth**
- 3. Turn **B-players into A-players**



VS



Common Pitfalls & how to avoid/solve them

..... 1. **Adoption** by your employees

..... 2. **Data cleanup** and migration

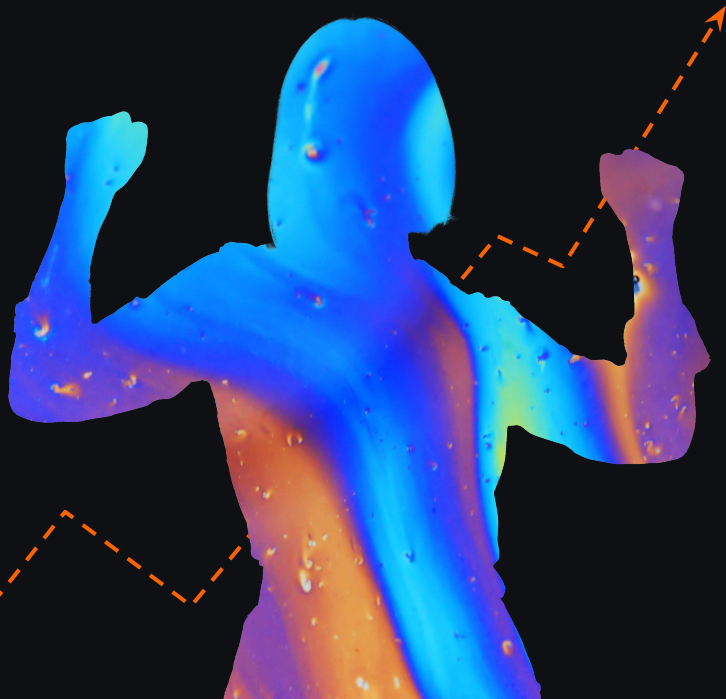
..... 3. **Clear POC** from both sides

..... 4. **Support** that is accessible

..... 5. **Hardware** breaking down



Summary



1. **Digitize and automate** your processes and get clean data flowing before implementing AI
2. **Start your digital transformation journey.** Understand where you wanna go this next year, next 5 years etc.
3. **Find a tech partner** that will enable you to be agile, to try out new things, to evolve with time and help you get ahead of the curve.

AI will NOT replace Humans.

Humans using AI will replace
Humans NOT using AI