

Bonani Oil Service

SUCCESS STORY: TANK MONITORS TO UPGRADE YOUR CUSTOMER'S EXPERIENCE

Bonani Oil Service is a full-service, customer focused, family-owned business having served the southeast Massachusetts area for nearly 20 years. In 2020, under the leadership of Bill Woods, Bonani adopted tank monitoring technology and has quickly improved its efficiencies and acquired more new customers.



THE CHALLENGE

A constant concern for Bonani had been runouts for their automatic delivery customers. However, the tipping point came when an elderly customer called to express her concern about no longer being able to go up and down the stairs to check the level of her oil tank.

"That got me thinking that we need to find a company we can trust, that could provide monitors to solve these issues, as well as best practices on their implementation", Bill says.

RESULTS

Both the GREMLIN 4G and Wi-Fi HO monitors proved to be effective and reliable monitors to supplement Bonani's commitment to their customers. Utilizing tank monitors, Bonani has seen savings of ~\$25/delivery by eliminating unnecessary stops. With over 300 monitors installed and another 250 monitor installs scheduled, Bonani has already:

- Increased the efficiency of their delivery route and schedules;
- Decreased costs associated with inefficient deliveries;
- Added 15 new automatic delivery customers (in the 1st 2 weeks of the program);
- Rolled out the GREMLIN Customer App to improve the customer experience as they can check their tank levels and fuel use anytime from anywhere

Bill shared "We will reach 97% of our automatic customers with monitors, then we will offer monitors to our will-call customers as well. I believe that is going to improve our business exponentially!"

SOLUTION

After Bill and his brother-in-law John Simonelli, owner of Bonani Oil Service, tested several types of monitors, Angus Energy's GREMLIN[®] HO 4G monitors were their clear favorite. Bonani fully embraced the technology and understood the impact it could have on their operations. "When the first 5 test monitors were out it was amazing to see the results. I right away knew that GREMLIN was going to be the monitor for us" Bill says.

"Dealers who do not yet use the Gremlin technology don't know what they're missing. These monitors can benefit their business in the way that it has benefited us".

"There is no better customer service than Angus, and I noticed that right from the beginning. From the first contact to being in the field and installing the monitors, internal questions, etc, I can reach out to Angus, and within minutes I have a reply. I don't have enough words to express how well the customer service is with Angus and Gremlin team."