



Case Study

How multinational gas station operator Certas Energy Retail used real-time reporting to improve vendor performance and reduce false alarms



www.certasenergy.co.uk

About Certas Energy Retail

Certas Energy Retail Europe is a subsidiary of DCC plc, an FTSE (Financial Times Stock Exchange) 100 company. The company manages 800+ ESSO- and Shell-branded gas stations across Europe from a Central Operations Hub in Ireland. Each site operates on the belief that health and safety is fundamental to good business performance and integral to long-term business success.

Solution summary

To address issues of visibility caused by mismatched reporting systems from hundreds of sites and vendors, Certas implemented Zoho Analytics. End-to-end visibility improved issue response time, and the central team was able to increase efficiency across the board through standardized digital reporting and next-best-step analysis.

“It highlights critical issues like leak detection at the right time, which is very important for a company like us. With Zoho Analytics, we can now assess our vendors without any bias.”



Greg McAuliffe,

Head of Information Technology, Certas Energy Retail

800+ sites in 5 countries

70 Million transactions per year

98% increase in leak detection accuracy

The Challenge

Across the 800+ gas stations spread throughout Europe, a complex network of third-party vendors operated and reported on components like POS systems, pump mechanisms, pricing models, and more. The challenge of ingesting and analyzing the mountain of data was made more complicated by the variety of spreadsheets the Central Operations Hub team was receiving. This delayed the time to report, a particular problem for issues of compliance and safety.



We want to do two things. First, we want to encourage our vendors to log and report issues to the central desk. Second, we want a platform that shows a vendor's performance in real time, thereby increasing visibility, and reducing SLA breaches and vendor bias.

Challenges faced by Certas Energy Retail in monitoring onsite compliance:

- 1** Dealing with large volumes of onsite issues required a proportionally large investment of time and personnel, delaying the resolution of reported issues.
- 2** Compiling and reconciling different sources of data required manual intervention and lost productivity.
- 3** Reporting was entirely manual with no easy way to share results with internal executives, external vendor contacts, and other stakeholders.
- 4** Differing metrics and data points present in self-reporting prevented the development of a single standard to evaluate all vendors without bias.

The Solution

Adding the Zoho Analytics business intelligence solution onto their existing service solution enabled Certas stakeholders to monitor all incoming issue reports and analyze data trends to improve efficiency. Configuring filters for false alarms and templates for compliance reporting reduced the overall time spent addressing vendor issues. By creating custom, repeatable reports that could be shared securely with internal and external audiences, Certas was able to evaluate vendors' performance reliably and quantifiably.

Solution highlights:

- ✓ Marking and filtering incident reports massively reduced time spent on false alarms, freeing team members to focus on higher-level business operations.
- ✓ Cleaning and standardizing incoming data clarified the priority of issues, highlighting pump outages, payment processing failures, and leak alarms.
- ✓ Automating and securely sharing report templates simplified the evaluation process for all stakeholders.
- ✓ Giving vendors access to reports encouraged them to improve their performance, especially when comparing themselves to their peers.



Zoho Analytics provided a non-biased picture of how our third-party vendors are performing against their agreed SLAs... They can now compare their own standards with other vendors and see if they're slipping or improving.

Benefits and ROI

Skipping a manual standardization of spreadsheets was exactly the time-saver needed for a multinational enterprise with hundreds of operating sites.

The Certas team was able to reduce incoming errors, going from investigating 180 site downtime false alarms per month to 30. What impressed the team the most was the reduction of leak detection false alarms from 64 per day to 1 per month.

40 internal users,
10 external vendor
users

70 Million
transactions
per year

85% increase in
site downtime
detection accuracy

98% increase in
leak detection
accuracy

The added benefit of directly and securely sharing reports with vendors was the opportunity to hold them accountable to their own quantifiable results. Vendor partners improved through competition, resulting in better individual performance and better customer experience overall.



Zoho Analytics was able to give a very public and precise view on how our remote sites are being managed across Europe.

Zoho offers a suite of intelligent enterprise business software, including an award-winning CRM suite, the industry's only comprehensive analytics and BI platform, and a powerful low-code development ecosystem.

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