

Petrol PLAZA

GWS Perfect Forecourt Controls with Torex



Solution: Torex Prism, Torex Iridium

“Torex has been a powerful asset, helping us achieve significant efficiencies and outstanding service throughout our operation.” - George Francis, Owner, GWS Motors

Knowing the company

With nearly three decades in the motoring industry, rural Warwickshire-based GWS Motors has faced some serious business challenges in its time. Originally an open-air manual operation with a wooden chest for a till, it has not only experienced the universal economic squeeze of escalating running costs and reduced margins, but it has had to contend with the construction of a bypass that seriously impacted its passing trade.

In response, it has successfully diversified its offering, modernised, networked and concentrated on providing superior customer service.

Today GWS Motors is part of the Lakeside Group, and operates a busy mixed business comprising a modern forecourt, car valet service and SPAR convenience store with off-licence that services more than 5,000 customers a week.

Defining the strategy

GWS Motors’ skill in coping with such substantial changes to its business environment stems from its ability to identify and respond to customers’ needs, while streamlining processes so that owner George Francis can devote his efforts to providing a quality service.

He said, ‘We’re five miles from town and off the main road, so have to stand out on service and price. That demands the ability to consistently offer customers the range of products they want, provide a fast and friendly service and keep operating costs to a minimum.’

Achieving this required the support of an effective, easy-to-operate IT platform.

Choosing the solution

Following extensive research, and recommendations from fellow Lakeside members, GWS Motors installed a solution comprising two

Torex Iridium POS systems with PCI DSS-compliant EFT units, and the Torex Prism back office system.

These are integrated with the company's fuel gauges and pumps for greater wet stock control, a mobile scanner for dry stock control, and GWS' Sage accounting package for efficient financial management.

This has proved a profitable move.

Smooth operator

With intuitive touch screens, Iridium POS is easy to use. Following minimal training, GWS' cashiers have been able to provide busy customers with fast, accurate transactions and therefore shorter queues.

Iridium POS also manages GWS' external sales, including fuel and car wash. Importantly, this centralised control has allowed the independent retailer to offer a greater range of services and boost its sales without increasing its labour costs.

Furthermore, by enforcing pre-defined usage parameters, Iridium POS ensures that voids, price reductions and refunds can be performed by GWS' cashiers instantly at the POS, in line with company policy - without slowing down transactions and without opening GWS to potential abuse or wastage.

Iridium POS also provides timely prompts about promotions or age-restriction requirements.

Profitable efficiencies

The Prism back office system has also driven efficiencies throughout GWS Motors.

Taking information from GWS' mobile scanner about products on the shelves, Prism provides a real-time stock assessment, and automatically calculates the company's ordering requirements based on pre-defined minimum stock levels. This allows GWS to run a smart just-in-time ordering operation that minimises stockholding requirements, saves on labour and aids cashflow.

When deliveries arrive Prism generates electronic delivery notes (EDNs), facilitating stock intakes.

The system also automatically tracks suppliers' price fluctuations and compares them with GWS' pre-defined margin requirements to alert the company of any price changes required to protect its profits.

Prism manages GWS' wet stock equally efficiently. It not only tracks sales but monitors for any disparity in tank gauge readings, providing early indication of possible pump malfunctions or leakages.

By consolidating GWS' Iridium POS data into useful sales, stock and accounting information, Prism also helps GWS accurately assess the performance of different products and services, so that it can confidently adjust its offering for optimum return.

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Financial control

The integration of Torex and Sage has also delivered significant benefits, enabling GWS to quickly produce any accounting reports required internally or by SPAR.

Responsiveness to price fluctuations has also improved. When VAT and duty rose simultaneously, Torex enabled GWS to update all its pricing, including printing labels, within two hours – ensuring it lost no revenue.

Excellent support

As a Torex customer, GWS has access to a knowledgeable tele-service centre that provides quick

resolution of any issues.

Mr Francis said, 'In our marketplace time really is money, and we can't afford downtime. Companies like Torex are made or broken on their support and theirs is the best I've experienced.'

Achieving return on investment

Mr Francis said, 'Torex is a powerful asset, helping us achieve significant efficiencies, greater control and outstanding service. This translates into a more profitable business that has the flexibility to withstand today's economic pressures.


'It's quite simply the best solution in the P&C market.'


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