

Convenience & Dispenser Maintenance

Consumer spending is driven by three principals: Need, Want and Opportunity. Our industry has capitalized on “convenience” to fulfill all three. But what is convenience?

Webster defines convenience as “suited to personal comfort or to easy performance;” “suited to a particular situation;” “affording accommodation or advantage;” and as “being near at hand.” The latter is why everyone seeks or keeps that perfect corner lot. But defining “personal comfort” and “accommodation” may take a more in-depth analysis and is why this discussion occurs in the PMMIC Forum.

Personal comfort, as the term indicates, is determined on an individual basis. Although the spectrum of comfort may vary greatly, some comfort items are universal. Safety probably falls into everyone’s definition of comfort. Safety covers a wide range of issues from feeling secure from criminal influence to not worrying about being injured by on-site operations. Not only do they not want to be robbed or assaulted, consumers generally don’t want to worry about being run over, burned or asphyxiated while making a purchase at a convenience store or elsewhere. Obvious, right? But aren’t there other comfort items that are also universal to our customers?

Believe it or not, although your consumers may need, and even want to purchase petroleum products from you, almost none of them want any lingering reminder that they just filled up. They want it to be cheap, fast and (here comes the big surprise) in their tank, not on their hands, feet or lingering in their nostrils! So, clean, well maintained hoses, dispensers and drives increase sales! When a customer drives away with the smell of gasoline on their hands, steering wheel, shoes and probably their floor mat or billfold, because you have a loose nozzle or worn out hose, they may decide it is more “convenient” to go down the block to the better maintained dispensers.

What does all this mean to you? You will increase your bottom line by inspecting and maintaining your hoses and dispensers **everyday!** Repairing or replacing worn out hoses and making sure there isn’t any product leaking from or accumulating under or around your dispensers not only keeps your customers happy, it will also reduce the chance of having to pay to cleanup a release.

Personal comfort for your customers, and reduced expenses for you. What more do you need to convince yourself to do a better job of maintaining your petroleum dispensing equipment?