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Solution: BRITE Business Intelligence

# Hinds Energy

## SUCCESS STORY: LOW LIQUID PRODUCT MARGIN IDENTIFICATION AND CORRECTION

For over 75 years, **Hinds Energy** has become a leading energy company in Susquehanna and Wyoming County, providing thousands of heating customers with a full-service heating solution – from heating oil, to propane and commercial fuels. Hinds Energy prides themselves on the prompt and professional service, while maintaining the small-town touch that the business was built on.



### THE CHALLENGE

Hinds delivers distillate fuels to the Marcellus Shale industry at a reduced margin, due to the competitive nature of the industry. Maureen Culver, Hinds' Chief Controller, needed a way to easily analyze the margins on all deliveries, but specifically Marcellus Shale deliveries, to ensure the margin stayed within range – daily.

### OPPORTUNITY

After onboarding BRITE®, Maureen was able to set up dashboards to monitor the margins of all the fuels that were delivered to commercial customers, residential customers and Marcellus Shale. By using BRITE's customized dashboard settings, Maureen was also able to set various margin thresholds for each fuel type. Once the average margin neared the threshold or dropped below, the margin on the dashboard would change colors to notify her that this fuel needed her attention. To see the details of the issue, Maureen could expand the report to see all the transactions behind the margin roll-up to easily troubleshoot low margins errors.

**Maureen uncovered that “we delivered over 20,000 gallons on a weekend at 30% below our margin standard”**

### RESULTS

One morning, while Maureen was scanning her BRITE dashboard, she noticed the Marcellus Shale margin analysis widget was showing an unusually low margin, slipping below Hinds margin minimums for that product. After expanding BRITE's margin analysis report and filtering through questionable deliveries, Maureen uncovered that “we delivered over 20,000 gallons on a weekend at 30% below our margin standard” Maureen states. Maureen immediately presented the deliveries in question to the Chief of Operations, who determined that a driver never made Friday's price change – making all his weekend deliveries incorrectly priced.

As a result of implementing BRITE into Hinds operations, they were able to:

- Quickly identify and correct products being sold at a 30% margin loss
- Give the Chief of Operations the ability to catch margin-related errors much sooner

The data provided through BRITE helps Hinds Energy monitor all product margins in one place, to support a profitable delivery department.