

PriceAdvantage Selected by Risser Oil - Fuel Retailer Utilizes Mobile Phones to Review Competitor Data and Push New Fuel Prices to Stores

Risser can easily reference competitor prices along with historical store performance to make more informed pricing decisions

Colorado Springs, Colo. ([PRWEB](#)) December 19, 2016 -- [PriceAdvantage](#), a fuel price management software company and division of Skyline Products, announced today that [Risser Oil](#) (Rally Stores) has selected PriceAdvantage software to consolidate competitor pricing data and rapidly execute pricing strategies for 54 company-owned and commission sites throughout central Florida.

“Risser Oil is a great example of how PriceAdvantage can provide extraordinary value to fuel marketers who need to navigate the complexities of operating a combination of company-owned and commission stores,” shared Chip Stadjuhar, President and CEO of Skyline Products. “They can streamline pricing by removing tedious, time-consuming manual processes where possible. Plus, PriceAdvantage makes it easy to monitor store performance.”

Rather than rely on store personnel to submit competitor surveys, PriceAdvantage imports OPIS reports to provide Risser Oil an up-to-date and reliable view of current street prices. Risser can easily reference competitor prices along with historical store performance to make more informed pricing decisions. Risser then utilizes the notifications component to quickly send new prices to stores via text or email.

“Risser has moved PriceAdvantage from the position of ‘would be nice to have’ to ‘this is a must have,’” said Craig Sparks, Risser Oil CIO. “First, it allows us to easily create store-specific pricing strategies. We then utilize the automatic OPIS data feeds and historical data to make better pricing decisions. The added bonus is that we can do all this from our mobile phones. Not being tied to our desks is a huge benefit.”

About PriceAdvantage

PriceAdvantage creates Software to Fuel Your Pricing Strategy™. Our easy-to-use, highly configurable, patented solution allows fuel marketers to execute their unique fuel pricing strategy faster and more accurately by reducing manual processes and human errors. PriceAdvantage enables customers to make rapid, informed fuel pricing decisions based on their unique business rules, then automatically post new prices to their POS systems, fuel pumps and price signs, and then receive price change confirmation – all in just minutes. PriceAdvantage is singularly focused on fuel pricing software and is a division of a privately held U.S. company, Skyline Products, which produces software solutions and thousands of American-made electronic price and transportation signs annually. Learn more at www.PriceAdvantage.com.

About Risser Oil Company

The Risser family has been associated with the petroleum industry since P.N. Risser Sr. sold petroleum products in his hometown of Bedford, Pennsylvania in the 1930s. P.N. Risser, Jr. founded Risser Oil in February 1960. Risser Oil was the newest of several petroleum companies he was affiliated with in his career that began in western Pennsylvania.

In the ensuing years, Risser Oil and its affiliated companies have grown and prospered. We now market Rally Stores, Mobil, Exxon, Shell and BP Amoco petroleum products throughout west-central Florida. The company has adopted a mission and a purpose of growing people, profits and assets within a positive work environment



in a manner consistent with the highest standard of ethics, integrity and professionalism within our community, our industry and us. That mission and purpose has resulted in a team of directed, conscientious employees who enjoy working together, and who have positioned the company in a strong place for the future. Learn more at www.therissercompanies.com.



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