



Carson Oil Company



Executive Overview

HQ: Portland, OR, since 1938
Industry: Petroleum Distribution & Convenience Retail
Solution: PDI Petronet

Business Challenges

- Wanted a web processing service that could be used for warehouse and fuel services – not just for card-processing customers
- Needed more responsive support and customer service as well as thorough documentation
- Wanted a client-facing solution that would empower customers to be self-sufficient

Carson Oil experienced a noticeable positive impact on the number and type of calls they received.





Carson Oil grew their ability to generate actionable data while creating self-sufficient customers.

Customer Results



Comprehensive data for big picture business decisions



Improved customer service



Community support and standardized releases



Customizable interface for enhanced marketing opportunities

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We liked that PDI had built this community around its software... things like User Conferences that our last software just didn't have.

- Andrew Anderson,
Software Application
Specialist,
Carson Oil Company