



# Carson Oil Company



## Executive Overview

HQ: Portland, OR, since 1938  
Industry: Petroleum Distribution & Convenience Retail  
Solution: PDI Enterprise Customer Portal

## 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



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