



Customer Service Spells Success for Armellini Express and First Data EFS Transportation Services



<https://www.firstdata.com/en-us/insights/armellini-express-ss>

- CLIENT
Armellini Express Lines, Inc.
- CHALLENGE
Provide outstanding service in fuel card convenience and efficient fuel management
- SOLUTION
First Data EFS Fuel Card
First Data EFS Online Fuel Management
- RESULTS
→ Significant reduction in fuel costs; across-the-board satisfaction among Armellini drivers, dispatchers, accounting staff and management

→ "It comes down to service" for specialty trucking company

Armellini Express Lines counts on First Data EFS Transportation Services to deliver much more than just efficient fuel card acceptance at truck stops throughout the United States and real-time online fuel management services. "In the end, it always comes down to how you're treated," says Jeff Jackson, Armellini's vice president of freight services. "And EFS consistently treats everyone here, from our drivers and dispatchers to our accounting staff and me, as valued customers."

The measurable benefits are there, too, in access to the widest possible range of fuel suppliers nationwide, significantly reduced fuel costs and the real-time data Armellini needs to plan fuel strategies and negotiate favorable discounts in a volatile marketplace. "I don't know of any way I could ask for better service or financial benefits from our relationship with EFS," Jackson says.

THE CHALLENGE

Florida-based Armellini Express Lines, the largest floral carrier in the United States, has built its trucking business around exceptional service. So it's no coincidence that customer service was the number one challenge it brought to First Data and EFS Transportation Services in its search for a fuel card and fuel management program.

"We needed access to specific fuel suppliers—Flying J, for example—and we wanted a trouble-free driver experience at the pump and a clean accounting process," says Jeff Jackson. "But in the end, it always comes down to how you're treated."

THE SOLUTION

Armellini selected the First Data EFS Fuel Card and Online Fuel Management Services because they provide the universal acceptance, the real-time reporting and—above all—the customer service Armellini's drivers, dispatchers, accounting staff and management require.

"The people most affected on a daily basis are our drivers," Jackson explains. "They want a hassle-free experience at the pump, and EFS helps me provide that for them. When there is a glitch of any kind, my dispatchers can call EFS day or night to get it fixed. I've never had a single complaint from any of my dispatchers about access to EFS customer service, even in the middle of the night. With other services, I used to hear, 'We had a problem last night ... couldn't get it resolved ... I need you to fix it.' I don't hear those complaints anymore."

EFS Online Fuel Management makes Jackson's daily routine easier, too, with real-time reporting and side-by-side comparisons that let him evaluate one supplier vs. another. "The reporting is really important to me because I manage our fuel purchases," he says. "The EFS reporting format lets me see today's data today, and make decisions today. By 8:30 every morning, I can see everything I need to know about the previous day's fuel purchases and plan my day accordingly."

THE RESULTS

"By helping me understand and manage what I'm paying for fuel, EFS has enabled me to significantly reduce our fuel exposure," Jackson says. "Are we getting the best discounts we can from our fuel providers? I can go to a provider with real data and say, 'I'm buying X gallons from you; I deserve a better discount.' Or 'Here's your competitor's price; make me a better offer.'"

"But it really comes down to service. My drivers just want to fuel up without any hassles. My dispatchers want to get the customer service assistance they need, when they need it. When they're happy, I'm happy. And when I call my EFS rep, I know I'll be talking to somebody who knows who I am, what services my company uses, somebody who's willing and eager to address whatever I'm calling about. Does your rep recognize your voice when you call? Mine does."

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– Jeff Jackson
Vice President,
Freight Services
Armellini Express Lines