

PriceAdvantage Fuel Pricing Software Announces that Ohio-Based BellStores Has Selected PriceAdvantage to Help Streamline and Automate Their Fuel Pricing Strategy

PriceAdvantage Fuel Pricing Software Allows BellStores to Utilize Mobile Devices to Streamline and Automate the Process of Gathering Competitive Data, Determining New Prices, and Executing Price Changes

Colorado Springs, Colo. ([PRWEB](#)) February 29, 2016 -- [PriceAdvantage](#), a fuel price management software company and division of Skyline Products, announced today that BellStores has chosen PriceAdvantage fuel pricing software to streamline and automate their store-specific fuel pricing strategies at their 55 convenience stores located throughout Ohio. [BellStores](#) selected PriceAdvantage based on the software's ability to allow BellStores fuel analysts to directly drive their fuel price changes based on their intimate knowledge of the market and BellStores corporate strategies. By establishing pre-defined store-specific strategies, BellStores will be able to streamline and automate price changes to their POS systems, pumps, and price signs – allowing the fuel retailer to execute faster, more informed price changes.

“BellStores has a long history of providing quality fuel at fair, honest prices,” shared Chip Stadjuhar, President and CEO of Skyline Products. “PriceAdvantage will enable the BellStores team to support their corporate mission by allowing them to respond more quickly to market changes to ensure they offer competitive fuel prices without sacrificing margins.”

BellStores selected the PriceAdvantage SaaS solution to leverage the benefits of a cloud service model including the low upfront cost, ease of implementation, and the maintenance and infrastructure cost benefits. The PriceAdvantage pre-built integrations with VeriFone point-of-sale and Factor back-office systems allow the chain to be up-and-running quickly.

“To remain competitive, we realized that we needed to replace the time-consuming manual processes of collecting competitive data and communicating new prices,” stated Doug Combs, Vice President at BellStores. “PriceAdvantage will help us streamline and automate competitive surveys and posting new prices. And the fact that I can do this from my phone or tablet is really exciting.”



Contact Information

Allison Wroe

PriceAdvantage

<http://www.sellmoregas.com>

+1 719-439-8341

Online Web 2.0 Version

You can read the online version of this press release [here](#).