



# MILL'S SQUEEGEE FILL STATION

Lincoln, NE

Mill's Squeegee, located in Lincoln, NE, is owned and operated by Stan and Rita Mills. Stan and Rita have been in the retail fuel business for over 30 years and have owned and operated convenience stores for 15 years. Currently, Mill's Squeegee consists of 6 convenience store locations that sell ExxonMobil branded gasoline.

## Critical Issue

Mill's Squeegee had hit a roadblock when it came to growth. Their current back office system was incomprehensive and did little to cultivate the growth they were experiencing. Cost was an issue and they felt like they were being nickel and dimed when it came to upgrading from their standard package.

*"The system that we were on before was very difficult to use. We started out on a standard package but, as we grew and wanted to do more things with it (i.e. pricebook, fuel books), we had to keep purchasing each module which became very costly," admits Brooke Rivera, Operations Manager for Mill's Squeegee.*

## CMI's Solution

A gradual implementation of CMI's PriceBook Manager was recommended for Mill's Squeegee. Taking the time to carefully transition from their old system to PBM, gave users confidence and minimized potential setbacks. After Pricebook Manager was successfully implemented, CMI Accounting and FuelBooks were installed to handle all accounting and wholesale fuel operations.

*"We first started with installing PriceBook Manager at the home office and doing all of the necessary setups. We then rolled out scanning and back office software to one location. After that, we worked through all of the scanning and setups and rolled it out to the rest of the locations. This worked very well for us and minimized any scanning/pricebook issues. Once this was running smooth we then brought CMI's accounting and wholesale Fuel Books software up," stated Rivera.*

## End Result

Not only did the installation of PriceBook Manager take Mill's Squeegee to the next level in their phase of growth, it also brought about new

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Brooke Rivera  
Operations Manager

efficiency the company had never seen. Gross profit margins were increased because of tighter inventory control and the minimization of shrink.

*"All of our POS systems are interfaced with the software which eliminates a lot of extra data entry time as well as the element of human error," says Rivera. "Implementing all three of these CMI products has really streamlined our business in the corporate office as well as in the retail locations. With this implementation we have been able to consistently track our physical inventory of fuel and c-store items, increased category margins, minimized shrink and have the ability to monitor our fuel margin on a daily basis."*

## Client Response

*"CMI has given us the ability to really delve deep into our company to understand what is taking place on a daily/monthly/yearly basis. Before we had CMI we knew where we stood with sales and cost but we really couldn't accurately track the changes we were making to see the effect it had on our business. Now with the CMI software we have a solid grip on our operation."*

*"It is very hard to find good customer service anymore and with CMI we have had GREAT CUSTOMER SERVICE! If we do run into a snag our support calls are handled in a timely fashion and take very little time to resolve. I would say that on an average we make 12 support calls a year and they usually take less than an hour each time."*