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# The Rise of Mobile Apps & Website Ordering Reshape & Redefine Delivery Services

Consumer purchases have undergone a dramatic transformation in recent years. Mobile apps have changed the game for delivery services, making it easier for people to order stuff, and for companies to handle those orders. Big names like

Uber, Amazon, and DoorDash have emerged as dominant forces, displacing traditional shopping methods and ushering in a new era of on-demand delivery. These apps offer a user-friendly platform where consumers can browse vast product selections, place orders with a few clicks, and receive their purchases directly to their doorsteps. This shift presents a compelling value proposition for both businesses and consumers.

utilities, and staff — companies streamline operations and potentially offer lower prices to consumers. Mobile apps and online ordering systems also automate many tasks previously handled by human employees, such as order processing and customer service inquiries. This translates to fewer clerical errors and a more efficient business model for companies, ultimately leading to potential cost savings for both sides of the transaction.



Bill Stomp is a partner along with 5 other consultants in PropaneQuarterback.com, who specialize in the propane industry, as well as a partner with TankSpotter.com, this sector's first and only complete propane app.

## CONVENIENCE REDEFINED

Mobile apps and web ordering have redefined convenience in the shopping experience. Gone are the days of scouring catalogs, navigating crowded stores, and waiting in checkout lines. Today's consumers can search for specific items, compare prices across vendors, and complete purchases within minutes — all from the comfort of their own devices. This eliminates the need for physical store visits, reduces time spent shopping, and removes the burden of carrying heavy bags.

It has been customary in the propane industry to have multiple satellite offices manned with one or more customer service reps and some field employees. By utilizing mobile and web based ordering platforms, the industry is slowly transitioning into a more streamlined business model, working like the Amazon, Uber, and DoorDash model — while reducing costs and improving customer satisfaction.

## COST BENEFITS FOR ALL

The advantages extend beyond convenience. By eliminating the need for physical stores and their associated overhead costs — rent,

## MAKE CUSTOMERS HAPPY

The best part about mobile apps for delivery services is how much it improves the customer experience. With easy-to-use apps and features like order tracking, customers can keep an eye on their deliveries, every step of the way. And since they

can order from their phones, there's no need to call and listen to unpleasant 'on-hold music' or drive out-of-the way just to visit a dated propane office. Today's busy consumers prefer to eliminate all this time wasting activity and click a button on their smartphone, within arms reach, thereby completing another item on their 'to-do' list without moving their feet. This significantly improves customer satisfaction and keeps them coming back for more.

### FUEL THE FUTURE: MOBILE & ONLINE ORDERING

While many industries have embraced this new technology, some, like the propane industry, have been slower to adapt. Traditionally, fuel purchases have relied on in-person transactions or phone calls. However, with the rise of technology and mobile apps, a new frontier is emerging — mobile and online fuel ordering.

### REDUCE RUN-OUTS

As costs rise, many consumers want to control their spending and monitor their fuel deliveries. This has, in some cases, injected more last-minute emergencies and run-

outs. With today's technology mobile apps are able to remind customers with alarms, warning messages, push notifications, and emails suggesting it is time for them to reorder. This prevents them from running out, lets them take responsibility for their fuel purchasing, and absolves the propane company (while also providing a buffer that gives the company time to get the delivery handled in its most efficient routing system). Win-Win.

### CUSTOM FUEL APP: PIONEERING ONLINE FUEL ORDERING

The traditional fuel buying experience can be time-consuming and inconvenient. *CustomFuelApp* recognizes this pain point and offers a solution through its innovative mobile/web ordering feature.

This groundbreaking feature allows customers to schedule propane deliveries directly through a user-friendly interface on the company's website and eliminates the inconvenience of running out of propane or having to call to schedule a refill. Similar to how mobile apps revolutionized other sectors, *CustomFuelApp's* web ordering

streamlines the process for both homeowners and propane suppliers.

This innovative platform allows customers to browse a variety of fuel types and options, receive messages or coupons that create a sense of urgency, and schedule delivery directly from their computers or phones.

### DIGITAL IMPERATIVE

The success of mobile apps, like Uber and Amazon offer, underscores the growing importance of on-demand delivery in the future of commerce. Companies that fail to adapt to this shifting landscape, risk falling behind. The propane industry, in particular, stands to gain significantly by embracing online ordering. *CustomFuelApp's* web ordering feature serves as a prime example of how this technology is seamlessly integrated, while offering a more convenient and efficient experience for both businesses and their customers.

As consumer habits continue to evolve and online platforms become the norm, the ability to adapt and integrate online ordering will be a key differentiator for businesses in a competitive marketplace.



RW100 Model

## RW Series Water-Bath LP-Gas Vaporizers

| GAL/HR | Million of BTU/HR | CF/HR | KG/HR | PART NUMBER  | GAL/HR | Million of BTU/HR | CF/HR | KG/HR | PART NUMBER  |
|--------|-------------------|-------|-------|--------------|--------|-------------------|-------|-------|--------------|
| 100    | 9.16              | 3645  | 192   | <b>RW100</b> | 540    | 49.46             | 19683 | 1035  | <b>RW540</b> |
| 180    | 16.49             | 6561  | 345   | <b>RW180</b> | 720    | 65.96             | 26244 | 1380  | <b>RW720</b> |
| 360    | 32.98             | 13122 | 690   | <b>RW360</b> | 900    | 82.44             | 32805 | 1725  | <b>RW900</b> |



RES80 Model

## RES Series Electric LP-Gas Vaporizers

| GAL/HR | Million of BTU/HR | CF/HR | KG/HR | KW    | PART NUMBER   |
|--------|-------------------|-------|-------|-------|---------------|
| 50     | 4.58              | 1825  | 96    | 14.65 | <b>RES50</b>  |
| 80     | 7.32              | 2920  | 153   | 23.45 | <b>RES80</b>  |
| 120    | 10.98             | 4374  | 230   | 35.17 | <b>RES120</b> |

Optional: 380V AC and 415V AC, 3PH, 50Hz or 60Hz

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