



Jos. Richardson & Son

Success Story

JosRichardson & Son | Fuel Convenience

Jos. Richardson & Son

Jos. Richardson & Son is a long standing, family-owned business with a rich history spanning over 130 years. With 11 petrol stations strategically located throughout the UK, they have become experts in fuel and convenience retailing. Partnering with reputable brands such as SPAR, Shell, Jet, Texaco, Subway and Costa Express, Jos. Richardson & Son strives to seek out innovative ways to improve service and offerings for their valued customers.



Overview

Jos. Richardson & Son has been expanding its fuel retail business across the UK into a comprehensive convenience retail offering. However, growth has brought challenges, particularly increased administrative and accounting workloads at head office. To tackle this, Jos. Richardson & Son aimed to modernise its accounting by automating tasks and streamlining data entry. The goal was to consolidate data from 11 forecourt sites into one centralised system for greater efficiency and control.



sruu Solution

sruu's connected retail platform has transformed business operations, streamlining administrative processes and enhancing overall performance for Jos. Richardson & Son.

sruu seamlessly connects in-store sales, cash and delivery data with Sage 200 ensuring real time accuracy across all operational processes. This integration eliminates the need for manual data entry, reducing errors and saving valuable time.

Since its implementation, tasks like inputting sales transactions, reconciling purchase invoices with deliveries and completing bank reconciliations have been fully automated.

Better visibility into business performance, along with detailed financial reports and real-time data, gives Jos. Richardson & Son the key insights they need to make smart decisions. The sruu platform not only helped the company spot growth opportunities but also make it easier to streamline operations, use resources efficiently and plan for future growth and expansion.

Since implementing sruu across all stores, Jos. Richardson & Son have seen significant time-saving benefits that free up time to focus on what truly matters to them - offering excellent customer service, enhancing in-store experience and delivering value for money to their loyal customers.



"We have received immense support and guidance from the sruu team, ensuring our specific needs were addressed. It is this excellent working relationship that underpins the success of this partnership."

Karen Marshall, Financial Director
Jos. Richardson & Son

- 01 **100% ROI in Months** – the high return on investment means that sruu has paid for itself within months
- 02 **Enhanced Decision-Making Capabilities** – the solution helps to identify business trends and has improved management decision-making
- 03 **Substantial Time Savings** – tasks such as posting purchase invoices, which previously took three hours per store, now only take 10 minutes
- 04 **Data Flow is Seamless** – delivery data flows seamlessly between all the Jos. Richardson & Son stores and the Sage accounting function
- 05 **Improved Reporting Visibility and Accuracy** – sales and financial reports are automatically integrated and management reports, such as margin analysis, which previously took a month to create, are now instantly available