

Software Solution

Modern transformations in the fuel retailing industry have created new opportunities for fuel retailers, who are now managing multiple facilities such as convenience stores, car washes and specialty retail. These changes are introducing digital transformation and increasing revenue streams.

The Solution:

Picafuel is a role and permission cloud-based software that gives retailers, fleet managers, dealers, and marketing teams highly efficient management capabilities.. Our modern enterprise solution offers complete integration, is customizable, and allows you to implement different system modules together or separately based on your business needs.



Mobile Refueling

Ensures simple and secured refueling, while avoiding the need for any hardware and station installations.



Network Management

Allows fuel retailers to manage all network preferences, product catalog and vehicle identification means.



Station Management

Easy-to-use tools for station managers to control operations, fuel price, discounts, stations groups and facilities.



Billing Module

Automates your billing process by connecting B2B fleet business, ERP systems and station reimbursement. Dynamic and quick set up.



Authorization Server

Allows you to set business rules to approve any transactions using several different identification means.



Customer Engagement

Enables fuel retailers to efficiently engage with fleet drivers on a personal level to drive traffic, create new revenue streams and boost sales.



Fleet Management

Manage and communicate with fleet drivers in real time.



Fraud Prevention

Unique AI and computer vision - based anomaly detection engine.

Advantages:

- End-to end Platform - Manage your marketing, sales, loyalty and fueling all in one platform.
- Prevent Fraud - Guaranteed three layer authentication process and anomaly analytical tools
- Seamless Implementation - Quick set up and no infrastructure changes. Easily customizable to your needs.
- System Integrations - Integrate multiple systems to simplify your operations
- Analytical Tools- Combine fuel and non fuel data in reports with dashboards that analyze everything happening in real time for you. .
- Dynamic & Flexible Tools - Apply several different rules based on your business requirements.

About Us:

Picafuel was launched in 2017 by global experts to revolutionize the fuel retail world. By digitizing the entire retail fueling experience and putting the customer front and center, businesses are empowered to reduce operational costs while improving customer loyalty. With advanced AI and unique computer vision technology, Picafuel enhances and automates complex business processes, generates data insights to improve customer retention, reduces fraud and creates new revenue streams to support business growth. To learn more, visit www.picafuel.com