



# Quicklee's

A family owned business, Quicklee's operates four travel centers in upstate New York. With locations only in the Northeast — the tail end of routes as opposed to middle America — Quicklee's must be proactive about its marketing to appeal to truck drivers who may not be as familiar with the region.



## BEFORE RELAY

- ✗ Worked with other payments companies offering fuel cards, but experienced settlement issues
- ✗ Saw steady business from truck drivers, but not enough to meet its ambitions to rapidly grow
- ✗ Sought partnerships with third-party aggregators that can drive more diesel gallons and easily integrate into their accounting
- ✗ Served on national and state boards, including Ambest and NYACS, to test out new products that benefit independently owned and operated truck stops

## WITH RELAY

- ✓ Easy onboarding process to integrate the new product and to train staff
- ✓ Saw an increase of 200–300% in diesel fuel across its four locations
- ✓ Installed new fuel-pump islands at travel centers in order to meet the growing demand driven by Relay's app
- ✓ Planning to rapidly expand, with ten new travel centers coming online in the next two years
- ✓ Streamlined and accurate processing of price and settlement files. Quicklee's can call on Relay's team at any time for assistance

*"We're a family-owned and operated business, so we don't have deep pockets and massive marketing budgets like the large chains. We find it valuable to partner with Relay, as they drive diesel gallons our way, especially since we're located at the tail-end of the country."*

**KEN PERELLI**  
QUICKLEE'S CHIEF OPERATING OFFICER

*"We're seeing hundreds of visits from truck drivers every day, and we've invested back into each location to meet this increased demand. Relay has been a fantastic partner in every way. Their technology is convenient, fast, and secure."*

**KEN PERELLI**  
QUICKLEE'S CHIEF OPERATING OFFICER

## ✖ THE PROBLEM

Originally founded in 1995, Quicklee's prides itself on being a modern company willing to explore new strategies and technology to better serve its customers. This approach has served the company well, expanding from its one flagship location to now operating four travel centers. As an independent, family-owned business that's tucked away at the "end" of most routes, Quicklee's requires partnerships that drive customers to its locations through third-party marketing, promotions and incentives.

## ✔ THE SOLUTION

Quicklee's experienced rapid growth as a result of the significant traffic to its locations from Relay's mobile app. With Relay's marketing and fuel discounts, Quicklee's increased its diesel business by 200–300 percent and even needed to install new fuel pump islands to meet the demand. Relay's payment technology easily integrated into Quicklee's frontline and backend operations, saving the team time and money, while allowing them to focus more on scaling the business.



*I've personally recommended to other merchants to start partnering with Relay immediately. Relay's product, professionalism and communication have exceeded all my expectations.*

**KEN PERELLI**  
QUICKLEE'S CHIEF  
OPERATING OFFICER



## THE RESULTS

Quicklee's is growing its bottom line as a result of Relay, with thousands of additional dollars in revenue each month. Quicklee's also routinely praises Relay for its customer service, knowing it can reach their account manager at any time to handle any issues.