

From Volume to Value: JF Petroleum's Blueprint for Modern Field Service Excellence

A masterclass in unifying operations, assets and experience.

JF Petroleum Group is one of the largest service-centric industrial distributors specializing in the installation, maintenance, and long term support of petroleum infrastructure across the United States. With 80 years of experience and a workforce of more than 1,700 professionals, the company operates at national scale and plays a critical role as both a major equipment distributor and a trusted service provider within the fueling and energy ecosystem. The company's operations span complex field service environments, managing a substantial installed base and coordinating hundreds of technicians across multiple regions.

The Challenge: Complexity, Growth and Limited Visibility

JF Petroleum faced a convergence of pressures: acquisition-driven expansion, rising asset complexity, and the need to maintain service quality across a large, distributed workforce. The shift from simpler break/fix work to more complex, higher value services meant JF had to improve the experience of the multiple stakeholders it encounters throughout the customer journey.

Integrating new businesses introduced variability in systems, processes, and data consistency, fragmenting visibility across the service lifecycle. This made installed base data, asset history, and service performance difficult to track consistently across regions and acquired entities.

"We are the perfect example of how connecting operational excellence and human experience turns service complexity into scalable competitive advantage."

Gary Riemer

Executive Vice President, Power, JF Petroleum Group



JF Petroleum

INDUSTRY	Petroleum infrastructure installation and maintenance
HEADQUARTERS	Morrisville, North Carolina
EMPLOYEES	1,700 employees
REVENUE	\$1B+
PTC PRODUCTS	ServiceMax
WEBSITE	www.jfpetrogroup.com

BENEFITS

- Stronger Technician Engagement**
eNPS rose to +30, giving leadership clear visibility into workforce sentiment.
- Improved Customer Experience**
Transactional NPS increased 53%, with customers reporting easier communication with technicians.
- Higher Quality Service Delivery**
Project work gaps became visible and actionable, improving scoping and execution.
- Greater Operational Control**
A single system of record delivered unified visibility and accurate, up-to-date asset data.
- Enhanced First Time Fix Drivers**
Experience data highlighted communication and parts issues affecting FTFR.
- Better Billing and Revenue Outcomes**
Correlated insights revealed where friction was impacting billing efficiency.
- Predictive Retention Insight**
Data showed detractors were twice as likely to leave, enabling proactive retention.
- Unified Operational + Experience Intelligence**
Together, ServiceMax and VistaXM revealed patterns not visible in operational data alone.

The human experience side was also a key focus for JF leadership. Technician engagement wasn't where leadership wanted it to be, and customer communication also varied across regions. Early signals suggested these experience gaps might be influencing day-to-day performance.

"If we perform the installation perfectly and the customer experience is an A+, we secure customer loyalty, favorable word of mouth, and future sales. Alternatively, if we perform the installation poorly, we either lose the customer or have to compete on price for the next sale," said Rob Uppena, SVP of Sales.

JF Petroleum needed a unified way to connect operational execution and accurate asset data with the experience of the people delivering and receiving service to gain insights and take appropriate action.

The Solution: Asset-centric Execution with Human Centered Insight

JF Petroleum selected ServiceMax as its asset-centric field service management platform, establishing a single system of record for work orders, technician scheduling, dispatch, and asset lifecycle management. This gave the organization the operational foundation it needed to manage increasingly complex service work at scale.

"ServiceMax was the only platform that could give us the asset-centric visibility, operational control, and scalability we needed, given the ever-increasing complexity of our service work," said Peter Laramore, Senior Director Operations & Corporate Development. "It gives us a unified view across regions, teams, and all our acquired entities, and delivers accurate, continuously updated 'as maintained' asset data."

While ServiceMax provided the operational backbone, JF Petroleum still needed a way to capture technician, customer, dispatch, and customer care feedback tied directly to real service events. They turned to the deep sector expertise of managed service provider, VistaXM, specialists in experience intelligence programs for field service and industrial organizations.

"We had strong operational infrastructure through ServiceMax but lacked a systematic way to understand the human experience on both sides of every service call," said Gary Riemer, Executive Vice President, Power. "With ServiceMax as our operational backbone, and VistaXM delivering the experience intelligence layer, we had the perfect fit for our transformation."

VistaXM used closed-ticket triggers from ServiceMax to launch targeted surveys, gather structured and unstructured insights, and align that experience data with operational records. This closed-loop system allowed JF Petroleum to capture both structured and unstructured feedback tied directly to real service activity. This allowed leadership to see how factors such as job description accuracy, communication quality, parts availability, and technician sentiment influenced outcomes such as first-time fix rate, project quality, billing efficiency, and voluntary attrition, revealing patterns that operational data alone could not surface.

"VistaXM used ServiceMax's closed ticket events as the trigger for an automated, multi stakeholder feedback program, effectively turning the operational data in ServiceMax's field service management platform into the foundation for an experience intelligence layer," added Riemer.

The Results: A Measurable Shift from Volume to Value

The combined ServiceMax and VistaXM transformation program delivered measurable improvements across all three key areas: technician engagement, customer experience, and operational performance.

Technician eNPS moved dramatically, rising to +30 within a year, and technician engagement reached 55%, giving leadership a statistically reliable view of both sentiment and retention risk. The data revealed detractors and non-respondents were twice as likely to leave as promoters, giving leadership early warning signals for proactive retention actions.

Customer experience also significantly improved. Transactional NPS increased by 53 percent, and customers reported a 15 percent improvement in ease of communication with technicians. Project work quality gaps, which were previously hidden, became visible and actionable.

Operationally, the organization gained clarity on key issues affecting both technicians' and customers' experience during service calls. Linking technician feedback to ticket data allowed JF Petroleum to obtain a macro-level visibility into regional performance differences and to pinpoint where dispatch communication or parts planning was breaking down before it became a costly pattern.

"We saw a huge shift from volume to value," said John Garrison, VP, Service Operations. "Technician throughput moved from seven to eight service calls per day to three to four, not because performance declined, but because the assets and service work became much more complex and therefore much more valuable to the business."

Gary Riemer added, "We had a gut feeling about some of the underlying reasons for performance variability, but the insights VistaXM uncovered from tying technicians' feedback to the operational data from ServiceMax provided us with the actual hard data to support that feeling. We are the perfect example of how connecting operational excellence and human experience turns service complexity into scalable competitive advantage".

Looking Ahead: Building a Connected Service Intelligence Layer

With a unified operational and experience data foundation in place, JF Petroleum is now positioned to expand its role within the broader industrial ecosystem. Leadership sees opportunities to connect asset and service data with manufacturers, enabling more proactive maintenance, better lifecycle visibility, and stronger ecosystem collaboration.

The company's roadmap includes deeper integration of experience insights into workforce development, more predictive service models, and expanded use of operational experience correlations to drive revenue per technician, billing efficiency and first-time fix rate.

"We are evolving toward a broader service intelligence layer within the industrial ecosystem, connecting equipment manufacturers, service operations and end customers through data," concluded Riemer.

PTC is a leading provider of digital transformation solutions that help manufacturers and service organizations improve how products are designed, manufactured, operated, and serviced. By connecting product data across the enterprise, PTC enables customers and partners to accelerate innovation and achieve measurable business outcomes.

VistaXM is a revenue intelligence company that helps field service and industrial organizations connect operational data with the human experience behind it. By triggering targeted feedback from technicians and customers at key service events, VistaXM uncovers the drivers behind retention, first-time fix rate, and revenue growth, turning experience data into measurable business outcomes.

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