

**W**ith 15 trucks delivering oil and servicing homes and businesses in Northern Fairfield County, Shane Casey, president of Casey Fuel, is acutely aware of how important the family name is.

"Our name is on every truck. I take a lot of pride in that," he explains. "If a customer has a question or concern, he can dial us up and talk directly to me, the president of the company."

For three generations, customers have depended on Casey Fuel for all their heating and cooling needs. The company, started in 1949 by Shane's grandfather, Bill Casey, installs, repairs and replaces boilers, furnaces, oil tanks and humidifiers. It also delivers competitively priced heating oil and propane.

As Shane Casey describes, many companies deliver fuel oil, but what his customers appreciate most is the staff's dedication to customer service. "We know every customer by name and we work hard for them 24 hours a day, 365 days a year. We're there whenever they need us."

But being a small, family-owned company doesn't mean that Casey Fuel can't keep up with bigger companies. To stay competitive, Casey Fuel has embraced new technologies

and software programs to reduce expenses and improve the customer experience. The company uses advanced routing software in its high-tech vehicle computers to reduce travel times and increase productivity on the road and has invested heavily in its web site to give customers access to their accounts and allow them to track transaction history, make payments and schedule service calls and oil deliveries.

"We can't just continue to do the same things our grandfather did and expect to be successful," Shane explains. "We don't want just to deliver more oil to more customers. We want to be the one place customers turn to for home comfort. For example, we're offering home energy audits and other conservation techniques."

Casey Fuel sees a bright future for their business, even as the world shifts away from oil as a primary energy source. As "green" energy becomes more of a reality, recent state legislation has ensured that heating oil will contain a small but significant portion of renewable, domestically produced "biofuel," as well as a 300 percent reduction in sulfur content. Casey Fuel thinks this will keep the heating oil business relevant for generations to come. "Some sort of fuel has to keep all these homes warm, and whatever fuel that is, we will provide it!"

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The Casey Fuel office staff, including customer favorite Jackson (the dog).

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President Shane Casey.

**Year founded:** 1949

**Location:** Ridgfield

**Employees:** 25

**Product or Service:** Full Service Heating And Cooling Contractors

**Web site:** [www.caseyfuel.com](http://www.caseyfuel.com)