



Murphy USA Case Study



**‘Fueled’ by AI: How Murphy USA
Drives Efficiency in Investor Relations**

With the Q4 Platform, Murphy USA:

Recoups 3 days
of earnings prep
each quarter

Spends
50% less time
on event summaries

**Saves time
and money** with
consolidated tech



Ever since opening its first store in Chattanooga, Tennessee, in 1996, [Murphy USA](#) has been the place people go to save on gas for work, family and everyday life.

Today, the company is one of the largest independent retailers of gasoline and convenience store merchandise, ranked #214 in the Fortune 500. Murphy USA operates more than 1,750 retail gas stations and convenience stores — primarily in the South, Midwest and Northeast United States, often near Walmart Supercenters — serving 2 million customers a day.

As the company continues to grow, Murphy USA's investor relations (IR) team plays a critical role in communicating financial, business and strategic updates to investors. Their mission: to ensure transparency, maximize shareholder value, and enhance market perception.

Challenges: Roadblocks for IR

Murphy USA has 17,500 employees and, until recently, an IR team of two (now three) people. This isn't uncommon: The average IR team has only [2.7 members](#). But with a small team and a big workload, Murphy USA needed to alleviate some of the more manual and menial aspects in IR's day: freeing up team members to take on more strategic priorities.

Nowhere was this challenge greater than during earnings prep — the high-stakes, fast-moving process of preparing to communicate financial results each quarter.

When Ash Aulds, Murphy USA's director of financial planning and analysis (FP&A) and IR, stepped into his role, he saw firsthand how onerous script-writing and meeting note consolidation could be.

[“I was handed a stack of handwritten meeting notes,”](#) he recalled and needed to sift through them to identify themes. Notes also had to be merged with past transcripts, financial data, and input from multiple executives to create a cohesive narrative. Needless to say, [“it was daunting.”](#)

Competitive tracking was another time drain, with all team members attending every earnings call from industry peers to ensure thorough, accurate notes.

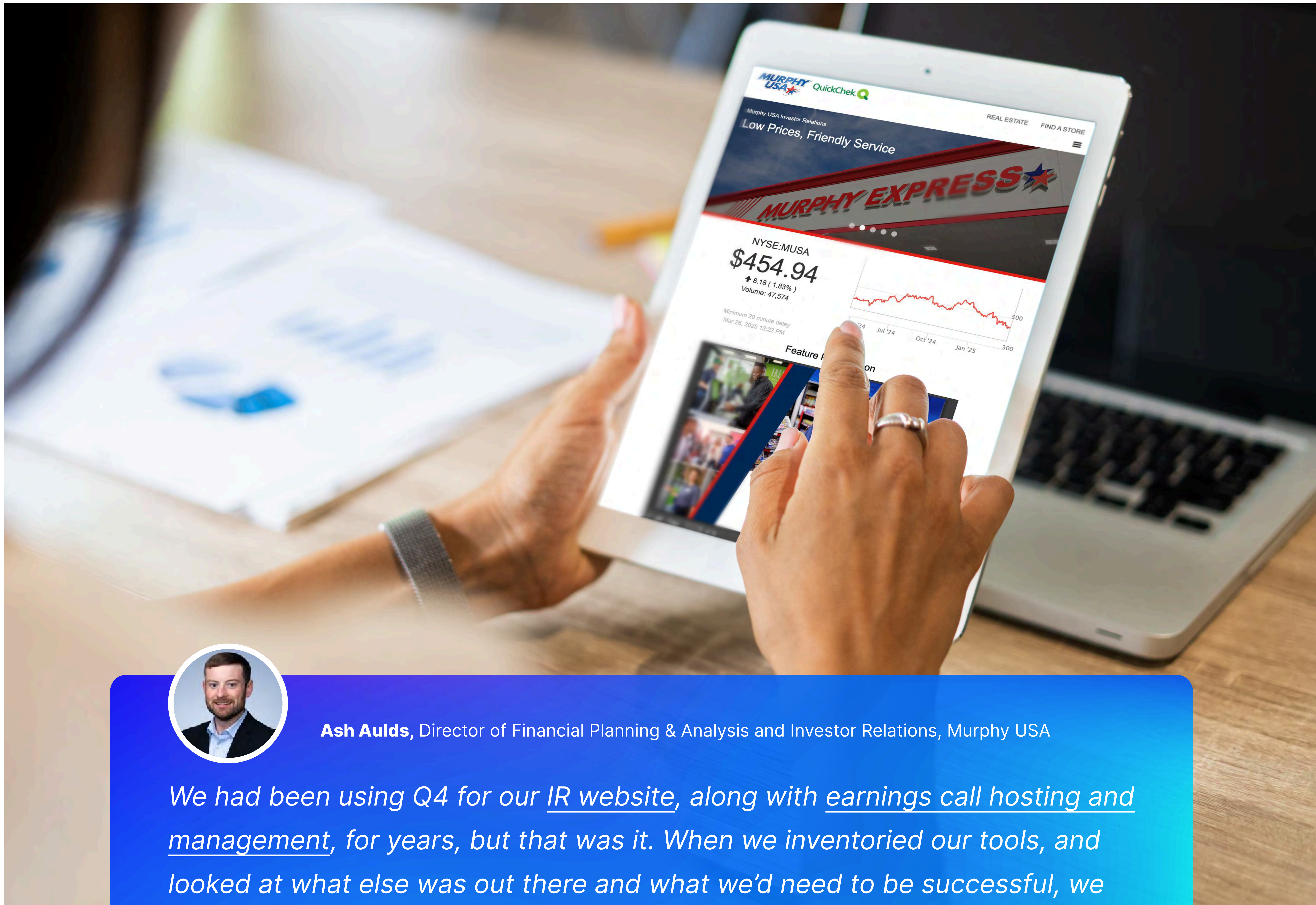


Beyond the day-to-day workload, Ash faced other hurdles — seeking to ensure airtight security around confidential data ahead of earnings. He'd also inherited a disjointed IR tech stack: a patchwork of point solutions that were expensive and unwieldy to maintain — causing information silos and slow-downs.

The mandate was clear: Streamline workflows and technology to improve IR productivity and outcomes.

Solutions: Leaving Speed Bumps in the Rearview Mirror

Ash didn't have to look far to find the solution — it was already at his fingertips!



Ash Aulds, Director of Financial Planning & Analysis and Investor Relations, Murphy USA

We had been using Q4 for our IR website, along with earnings call hosting and management, for years, but that was it. When we inventoried our tools, and looked at what else was out there and what we'd need to be successful, we found we already had a solid, comprehensive solution in place. We just needed to take greater advantage of what the Q4 Platform has to offer.



That includes Q4's secure AI for IR — seamlessly infused across platform components. “Senior leadership had been asking us about our plans for AI, and Q4 gave us an easy, secure way to get started.” Ash said.

Now, Murphy USA's IR team also uses Q4 to:

Jumpstart earnings script writing with AI

The team feeds data and documents into Q4's secure AI Earnings Co-Pilot, which generates a first draft within minutes. The AI ensures the script aligns with Murphy USA's established voice and tone, and matches desired sentiment.

Getting into the 'CEO tone' is something that you don't naturally do, and it takes time to pick up. So, adopting that frame of mind took up time. It's a lot easier now to have a draft in that tone we can edit and react to, rather than starting from scratch.

Ash Aulds, Director of Financial Planning & Analysis
and Investor Relations, Murphy USA



Get AI-generated insights into peer events

Q4's Peer Transcripts provide summaries of peer event transcripts, including prepared remarks and analyst Q&A. This simplifies competitive monitoring and helps Murphy USA stay ahead of market trends.

Serve as an IR Operations hub

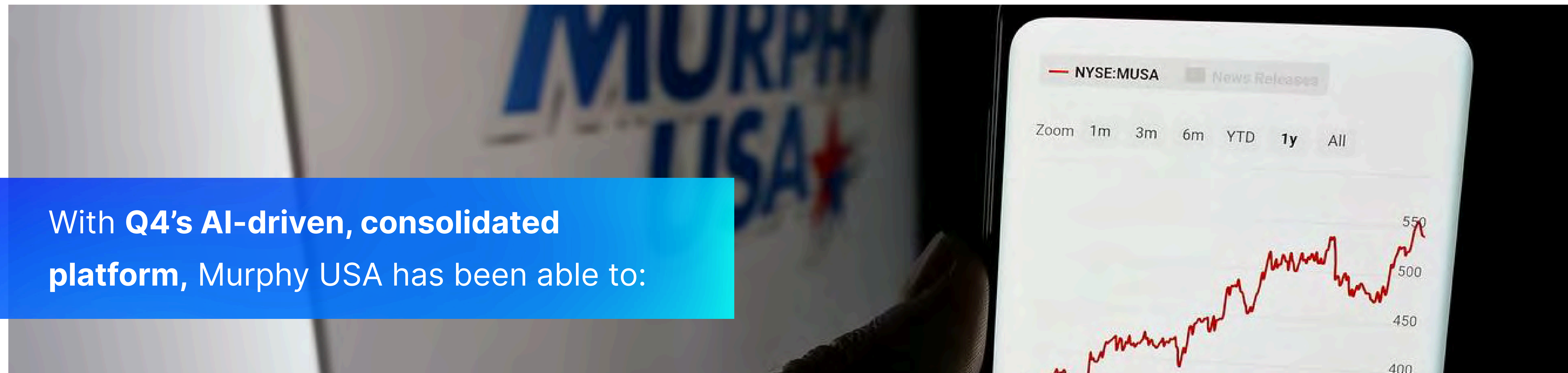
Murphy USA leverages Q4's holistic solutions for its IR website, earnings lifecycle management, earnings events, [IR CRM](#), [engagement analytics](#) and more. Q4's AI-driven tools and platform components exchange information in real time — helping expedite decision-making.

I agree with the saying that AI isn't going to take jobs: It's the people who embrace AI and learn how to leverage it who'll be first in line. AI is really important to the future of our profession, and Q4 makes it easy to get started. You don't need to be a prompt engineer to see real value.

Ash Aulds, Director of Financial Planning & Analysis
and Investor Relations, Murphy USA



Results: Pumping the Gas on Productivity



With **Q4's AI-driven, consolidated platform**, Murphy USA has been able to:

Save 3 days of earnings prep time each quarter

By letting AI take first crack at earnings scripts, rather than manually cobbling everything together, the IR team has gained valuable time. With a 2.5-week prep window, recouping 3 days is no small feat.

“We put that time toward focusing on higher-quality deliverables, preparing for a more robust Q&A, and refining the fine details,” Ash shared. “It’s made a big difference for us.”

Ensure accuracy and consistency in earnings data

With far less manual data entry and recollection coming into play, script drafts require less back-and-forth and triple-checking. AI Earnings Co-Pilot pulls from historical documents, media pages, blogs, websites, standard language (used in all of Murphy USA's earnings calls), financial documents, news releases and more — improving reporting accuracy.

Improve security and minimize risk around MNPI [material non-public information]

Rather than relying on high-risk channels like email to circulate earnings data, Murphy USA keeps everything within the Q4 Platform, purpose-built to safeguard sensitive financial data.

Reduce the number of IR team members needed on competitor calls by 50%

AI-generated Peer Transcripts serve as a second set of ears for Murphy USA, capturing key info.

“We always write up briefs on our peers pushing out earnings,” Ash said. “Before, we had to put two team members on each call to make sure we didn’t miss key financial details and analyst questions we should prepare for. Now, Peer Transcripts is that second person. So, we’ve been able to save the team’s time and go from two people on these calls to one. And frankly, if that person can’t make it, they have something helpful to refer to.”

Predict analyst questions with greater accuracy

With Q4’s AI, the IR team can analyze past interactions and competitive trends to anticipate what analysts will ask.

“Ahead of our most recent earnings call, we prepped a list of the top 10 questions we expected to get,” Ash said. “We nailed two of them verbatim. We were all fist-pumping.”

Save time and money on technology investments

By consolidating IR tools under the Q4 Platform, Murphy USA reduced tech complexity and cut unnecessary costs.

“Saving money on technology means I can put more money into the program elsewhere, which is a big win for us,” Ash said.

In the Future: Navigating the Road Ahead

Ash and the Murphy USA IR team are always looking for ways to drive efficiency and make smarter, strategic decisions. And with productivity as the destination, Q4 remains a key part of the ride.

Ash values Q4's pace of innovation and has eagerly piloted upcoming AI capabilities, with plans to adopt even more.



Ash Aulds, Director of Financial Planning & Analysis and Investor Relations, Murphy USA

We love tapping into the power of having important data — earnings transcripts, peer transcripts, meeting notes, website analytics and more — in one place, through Q4. When you layer Q4's AI engine on top of that, the potential is huge. We can answer big questions like: 'What are our analysts most likely to ask us?' 'What should we focus on to improve our valuation?' 'What are our stock price drivers?' 'What should we say in a personalized shareholder letter?' Because the engine is using our data, you get much more meaningful responses than you would with something like ChatGPT, without the security concerns that you have using one of the standard AI tools too.

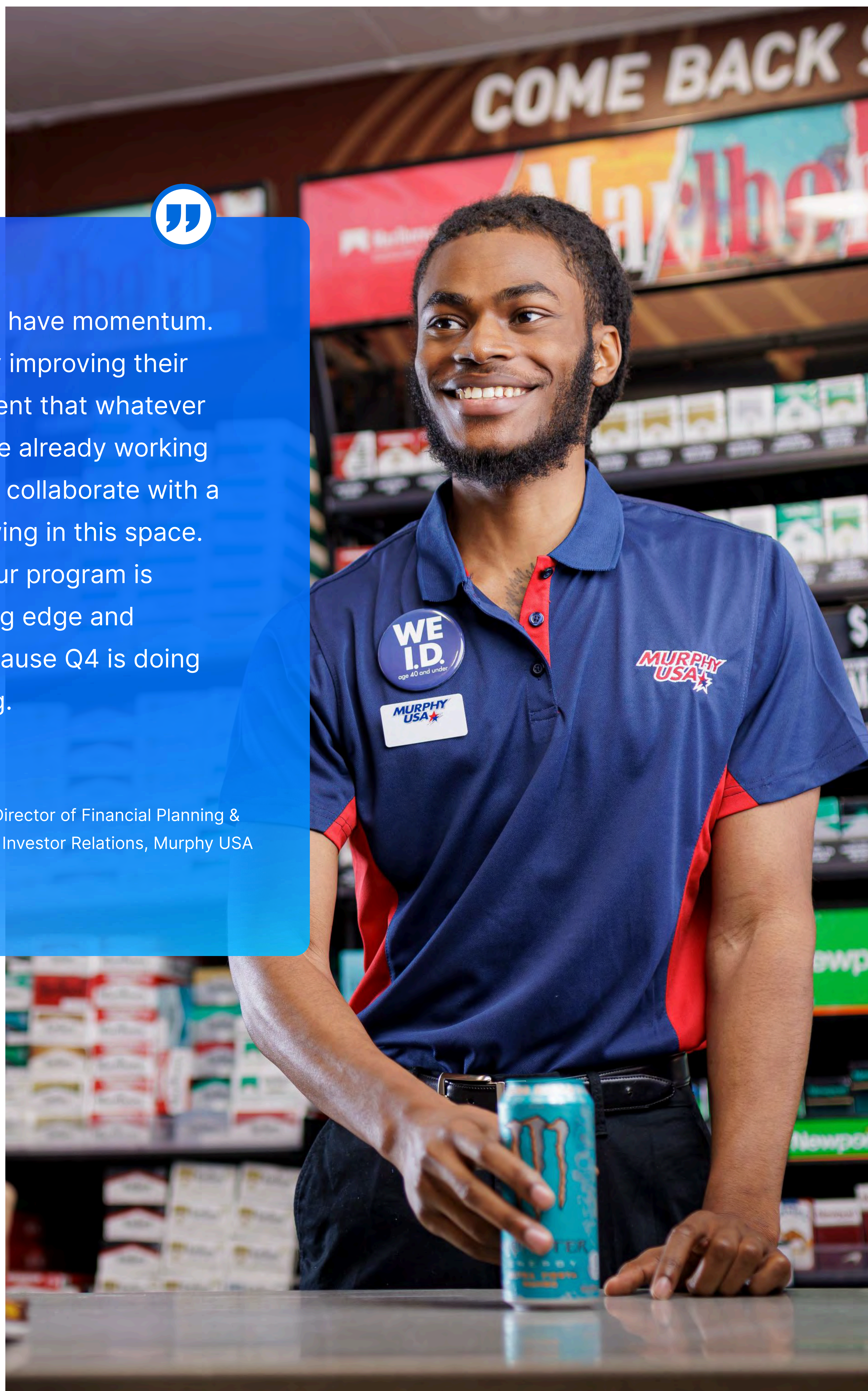


Looking ahead, Ash sees Q4 as a key partner in innovation.

Q4 is in motion; they have momentum. They're continuously improving their tools, and I'm confident that whatever we need next, they're already working on. It's been great to collaborate with a company that's growing in this space. We can make sure our program is staying on the cutting edge and delivering value, because Q4 is doing the exact same thing.



Ash Aulds, Director of Financial Planning & Analysis and Investor Relations, Murphy USA









About Q4 Inc.

Q4 Inc. is the leading provider of IR Ops software with the world's largest set of proprietary investor data, purpose-built to remove obstacles between public companies and their investors. Q4 gives investor relations leaders, C-Suite Executives and their teams the tools to attract, manage, and understand investors — all in one place. The AI-enabled Q4 Platform boasts applications for website and event management, engagement analytics, and overall lifecycle management, including AI Earnings Co-Pilot to generate draft scripts based on historical data, and AI earnings call summaries to understand peer sentiment. The Q4 Platform also includes a streamlined investor CRM and shareholder intelligence with enhanced metrics to elevate investor targeting strategies within the platform. Q4 delivers the data, insights, and workflows that give IR teams the power to focus on what really matters: strategy, relationships, and driving premium valuations for their companies.

The company is a trusted partner to more than 2,600 public companies globally, including many of the most respected brands in the world, and maintains an award-winning culture where team members grow and thrive.

Q4 is headquartered in Toronto, with offices in New York and London. Learn more at www.q4inc.com.

-  q4inc.com
-  (877) 426-7829
-  sales@q4inc.com
-  [q4-inc](https://www.linkedin.com/company/q4-inc)