

Client Case Study—Innovative Learning Solutions

Valvoline Instant Oil Change: The Little Things Can Make a Big Difference

The Challenge:

VIOC is one of the largest quick oil change companies in the country. Facing stiff competition, VIOC faced a price cutting battle that protected market share but eroded margins significantly. VIOC's CEO needed to change the company's strategic trajectory to get back on a value and growth curve.



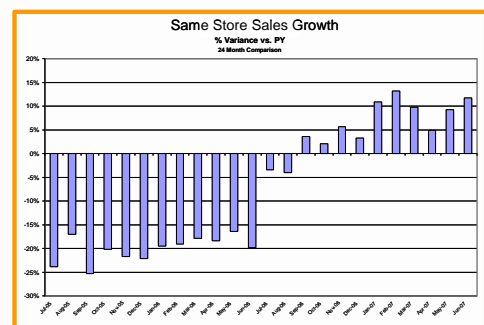
The Solution:

SPCI consultants conducted research into their current customer experience, segmentation strategy and product/service mix to identify opportunities to improve market share, size of purchase and visit frequency. The data was clear: VIOC had established a differentiated customer experience, but product mix, unclear customer segments, outdated labor scheduling practices and service delivery bottlenecks were all taking their toll on store profitability.

With a validated set of facts, SPCI conducted two executive sessions with the top team to develop a new strategy and operating plan, which included enhancing the current customer experience to drive up volume, while maintaining targeted price margins and selling more profitable products.

The Results:

This project helped VIOC achieved significant improvement in same store sales and improved product mix profitability



The Service Profit Chain Institute

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