

# Jiffy Lube (Shell Oil)

Training Magazine Top 125 Winner 2015 & 2016



## Company Profile

*Location:* Houston, TX

*Size:* 1,900 Franchisees

*Solution:* Collaborate

*First Active:* Feb 2012

*Stats:* 10,000-15,000 users/year

## Overview

A leading oil change provider with a national network of over 2,000 100% franchise-owned locations and more than 20 million customers annually

## Challenge

- Needed to effectively train employees to provide quality customer service, while minimizing the cost to do so across a dispersed geographic network of franchises
- Expand training on Jiffy Lube's new Point-of-Sale system for the more than 1,900 Jiffy Lube service centers across the U.S.

## Why Blackboard

- Using Blackboard's collaboration offerings, created a virtual instructor-led training version of an online course, empowering employees to help customers understand specialty motor oil selections based on vehicle and driving patterns
- Developed virtual instructor-led training courses for nearly 5,000 individuals, using Blackboard Collaborate to facilitate virtual trainings and on-demand video content

## Value/Impact

- 8 consecutive years of increased revenue per customer and improved customer service scores
- 900% increase in number of stores with 100% certification
- Received the highest approval rating of any department from the Jiffy Lube Association of Franchises of between 90 and 93 percent for the past 4 years.
- Training Magazine Top 125 (Top 5) 2014, **Winner 2015, Winner 2016**