



Case Study

A Decade of Digital Learning Innovation with Engen



ENGEN LEARN

Client: Engen Petroleum

Industry: Oil & Energy / Retail



8,696,587

Training modules delivered



65,309

Learners



795

Sites with custom hardware

Challenge

As a leading player in the South African energy and retail sector, **Engen** sought a long-term learning solution that could support thousands of service station frontline staff across its national footprint. The goal: to improve service standards, support personal development, and provide accessible, scalable training to a diverse workforce - many of whom had limited access to digital learning infrastructure.



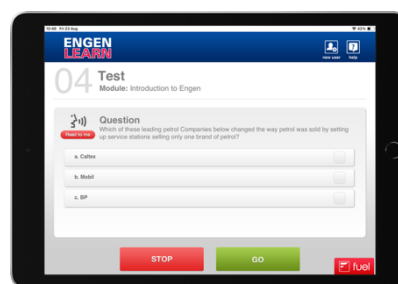
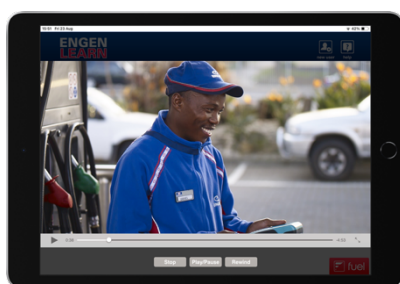


Solution

In response, **FUEL and Engen partnered to launch and sustain the Engen Learn Academy** - a pioneering digital training programme tailored for Engen's retail network. Over more than a decade, the initiative has delivered:

- **Job-specific video training** for roles across the service station ecosystem
- **Life skills courses** to support holistic development of learners
- **Dedicated learner support** to ensure progress and engagement
- **Custom hardware deployments** including **tablets and secure mounting brackets** at **795 sites**, ensuring reliable access to learning in even the most remote locations

This end-to-end solution integrated learning into daily operations, creating a culture of continuous improvement and empowerment.



Impact

The Engen Learn Academy has trained **65,309 learners**, delivering over **8,6 million training interventions** - a milestone achievement in digital learning scale and impact.

Key outcomes include:

- Significantly improved customer service across retail sites
- Increased learner engagement and retention
- Greater career mobility for frontline staff
- Demonstrable commitment to community upliftment through accessible education

This enduring partnership is a powerful example of how technology-enabled learning can transform business performance and lives - one learner, one site, one community at a time.



We could never have imagined that we could complete 145 000 training modules. Using our old training methodology, it would've taken us 25 years to get to the same results that we have achieved within the past 12 months.

Ann Bennetts | Customer Experience

