



Case Study

Driving Operational Excellence at Scale with NNPC Retail



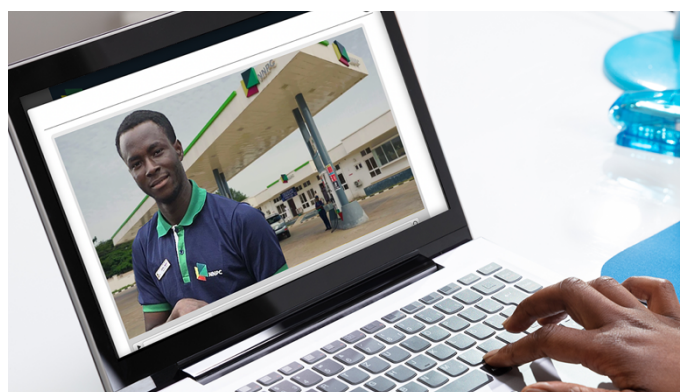
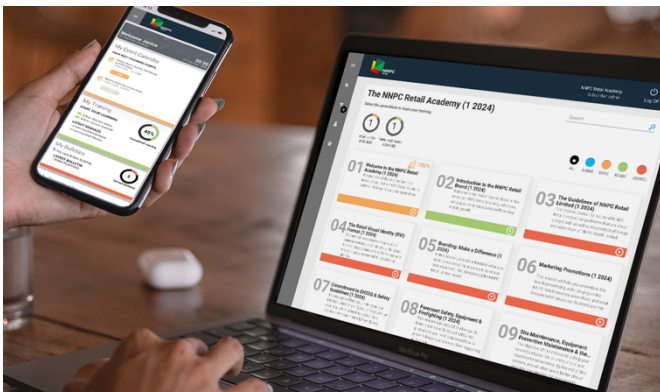
Client: NNPC Retail

Industry: Oil & Energy / Retail



Challenge

As a cornerstone of Nigeria's downstream petroleum sector, **NNPC Retail** operates a widespread network of both company-owned and dealer-owned service stations. To maintain high performance standards and support consistent operations across all sites, NNPC Retail identified the need for a scalable, inclusive training solution—capable of equipping station operators with practical business and operational skills.





Solution

FUEL partnered with NNPC Retail to establish the **NNPC Retail Training Academy**—a digital learning platform tailored to empower both Company and Dealer-Owned station teams. Using FUEL's cloud-based streaming solution, the program delivers:

- Multi-device access (desktop, tablet, mobile) for maximum flexibility
- Multilingual content in English, Hausa, and Pidgin English to support inclusive learning
- A robust curriculum addressing key retail competencies, including:
 - Branding & Marketing
 - Sales Techniques
 - Financial Management
 - Health & Safety
 - People Management
 - Product Knowledge (Fuels, Lubricants, LPG)

This strategic training approach aligns with NNPC Retail's mission to raise service standards and operational effectiveness across its network.

Impact

To date, the NNPC Retail Training Academy has engaged **over 1,100 users across 1,103 sites**, delivering **43,115 targeted training interventions**. The programme has:

- Improved operational efficiency and retail standards
- Strengthened dealer and manager competencies
- Enabled scalable knowledge transfer across a linguistically diverse workforce

Through this collaboration, NNPC Retail is investing in the future of retail energy operations—empowering teams with the skills to lead, serve, and grow.

