



Case Study

Empowering Frontline Excellence with Shell South Africa





Client: Shell South Africa

Industry: Oil & Energy / Retail



274,766

Training modules delivered



7,846

Learners

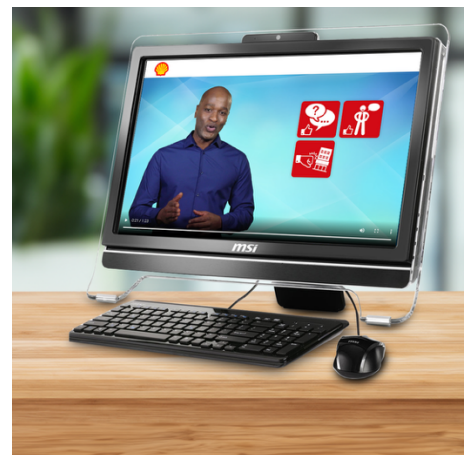


National

Geographical Reach

Challenge

Shell South Africa aimed to uplift the performance and consistency of service across its forecourts by empowering attendants and cashiers—the frontline ambassadors of the brand. The challenge was to deliver engaging, accessible training to a large, operationally busy workforce with limited time and digital exposure, without disrupting day-to-day retail operations.





Solution

FUEL collaborated with **Shell South Africa** to launch the **Shell Online Academy**, an accessible learning platform designed specifically for the realities of retail service environments.

Key features included:

- Touchscreen-based learning devices installed at forecourt locations, enabling easy, intuitive access
- Role-specific content tailored to forecourt attendants and cashiers, focusing on real-world service scenarios
- Training that covered customer interaction, safety, product knowledge, and operational excellence
- A design philosophy centred on simplicity, speed, and relevance to the learner's daily tasks

This solution reflected a shared belief in the power of **technology-enabled learning to uplift people and performance** at the frontline.



Impact

The Shell Online Academy trained **7,846 learners**, delivering **274,766 targeted training interventions**. Tangible results include:

- Improved service delivery and customer satisfaction across forecourts
- Increased employee confidence and skill levels
- Scalable, cost-effective onboarding and upskilling solution

By placing the right tools in the hands of essential service workers, Shell and FUEL demonstrated that **frontline empowerment drives brand excellence** - from the pump to the point of sale.

