



Case Study

Empowering Essential Workers at Total South Africa



Client: Total South Africa

Industry: Oil & Energy / Retail



1,139,503

Training modules delivered



19,830

Learners

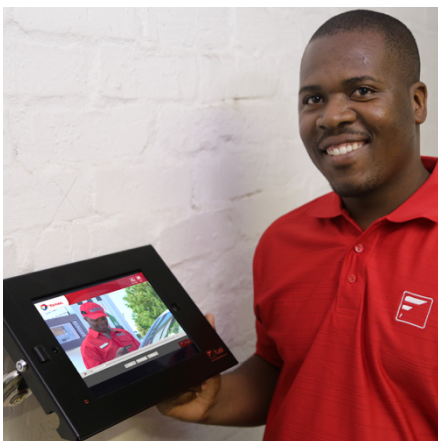


National

Geographical Reach

Challenge

As one of South Africa's leading energy brands, **Total South Africa** sought to enhance service quality across its forecourts by investing in the development **of attendants and cashiers**. The challenge was to provide consistent, accessible training to a dispersed workforce, many of whom had limited exposure to formal learning environments.





Solution

FUEL partnered with Total South Africa to deliver the **Total South Africa Online Academy** - a practical, site-based digital training programme designed to uplift essential workers with real-world skills and knowledge.

The solution included:

- **Mounted iPads** at retail sites, enabling reliable, easy access to training
- Engaging, role-specific content focused on **forecourt operations** and **customer service**
- Integration of FUEL's **LifeSkills curriculum in English, Afrikaans, isiXhosa and isiZulu**, supporting personal growth and job readiness
- Bite-sized modules designed for learning in the flow of work

This partnership underscored a shared commitment to equipping frontline staff with tools for both **immediate performance** and **long-term development**.

Impact

With **19,830 learners** and over **1.1 million training interventions** completed, the Total South Africa Online Academy:

- Raised service standards across the national retail network
- Supported professional and personal development of thousands of essential workers
- Delivered a scalable, sustainable learning model adaptable to operational realities

By investing in people at the frontline, Total South Africa and FUEL built stronger teams and more resilient communities—proving that **accessible learning drives real-world results**.

