

Case Study on Performance Improvement in Filling Stations

How one of the world's top oil companies super-charged filling station operations for amped-up customer satisfaction.

The Client

The client is one of the world's top 15 oil companies with retail operations across the UAE.

The Current Scenario

The company was looking to set high standards that would help its retail operations stand apart in the highly competitive and crowded market of filling stations. The company wanted to reduce customer wait times, improve customer experience, and reduce operations costs.

TQM International Approach

The TQMI team observed the filling station operations and created a comprehensive current process map. They identified and highlighted all the elements of the macro-level processes and the various tasks involved. They also identified the particulars of cost data.

The team did site surveys to obtain end-customer perceptions.

A detailed review of this information helped the team to identify several important issues. The team then did a thorough root-cause analysis for the key issues identified.

The Solution

Based on the analysis, the TQMI team created a comprehensive plan to address all these issues.

New and Improved Processes

The team revised the process steps to optimise the filling station operations.

Do what is necessary

The team did causal analyses and suggested elimination of all the non-value-adding activities to improve productivity and efficiencies.

The new process was successfully implemented and tested for effectiveness. The revised Process Maps were implemented by the teams with defined action plan and **installing Daily Routine Activity Management** across the organisation

Impact

- Reduction of wait time for customers during peak hours: 30%
- Improvement in Customer Satisfaction Index: 20%.
- Reduction in cost of filling station operations: 29%
- Annual savings per filling station after implementation of new processes: Dhs 0.44 million