



Customer Success Story

UL helps Valvoline educate employees,  
support business outcomes

Valvoline™



Empowering Trust®



## About

Valvoline™ is a global marketer and supplier of premium automotive oil, additives, lubricants and retail automotive services, with sales in more than 140 countries and annual sales of nearly \$2.4 billion USD in 2019.

In business more than 150 years, U.S.-headquartered Valvoline operates and franchises more than 1,500 automobile quick-lube locations and is the U.S. number 2 chain by the number of stores under the Valvoline Instant Oil Change™ (VIOC) brand. Additionally, the organization is the number 3 passenger car motor oil brand in the do-it-yourself market by volume.

## The challenge

Valvoline set aggressive employee training and development goals. Training content delivery was further challenged by an expansive network of learners, requiring critical compliance and skills training. These learners represented employees, franchisees, distributors and customers across diverse business lines, including quick-lube employees, salespeople and auto service center employees. Each group needs training for distinct job performance requirements. Valvoline was looking for a single training platform that could be configured in specific ways for each target group and increase learner competency speed. Their most pressing need was to deliver and validate process training to technical staff performing automotive services using regulated materials and interacting with customers.

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The solution

Developed by UL with an ambitious deployment timeframe, the LearnShare Enterprise Learning Management System (ELMS) training platform was implemented to deliver targeted training to Valvoline’s diverse global teams. Using UL’s platform, Valvoline simplified and refocused their training program by providing each employee with an individualized learning track for their specific job role and status.

The training curriculum consists of four essential operations areas, each with a required testing component to earn satisfactory completion:

- Safety and Compliance
- Sales and Customer Service
- Service Procedures
- Management Skills



In addition, UL’s platform expanded Valvoline’s access to more precise internal performance reporting. Ultimately, Valvoline can satisfy ongoing regulatory validation, supported by the software’s transparent reports, and share with field locations, corporate management and regulatory agencies.

## The result

Today, LearnShare ELMS supports nearly 26,000 Valvoline learners in 42 countries, primarily located in the U.S. and Canada.

Key performance improvement outcomes for Valvoline:

- As a result of improved measurable data, Valvoline can benchmark employee certifications and report similar data daily, if needed.
- Structured job paths beyond retail store-level now serve a broader range of employees.
- A data pass from the data warehouse assigns course assignments based on specific job performance based upon sales, customer service and other key performance assessments.
- Expanded data allows VIOC to identify when employees are not performing to expectations and automatically assigns skill gap training.

Jamie Hinely, director of Global Learning Solutions at Valvoline, says that e-learning has proven to be essential for their diverse employee base; in their quick lube business, e-learning has correlated with lower employee turnover and higher average revenue per employee.

“The addition of UL’s LearnShare ELMS is essential to meet Valvoline’s rapidly-growing quick lube business with expanded employee e-learning, transparent reporting and key corporate data measurement for our network of thousands of installers around the globe,” Hinely says.

Today, Valvoline continues to utilize LearnShare ELMS within the brand for general internal needs, retail locations and customer locations.

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*UL’s software solutions provide a level of flexibility that is rare in the learning technology space today. They continue to be a key partner in Valvoline’s continued growth and success.*

*- Jamie Hinely  
Director of Global Learning Solutions  
Valvoline*

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To learn more about LearnShare ELMS,  
visit <https://www.ul.com/resources/apps/learnshare-enterprise-learning-management-system>.



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