



*sustainable development for over 25
years*



PROGRAM GOALS



CUSTOMER LOYALTY

Increase the loyalty of current customers
Increase the level of chain recommendations
Provide a competitive advantage to the Lukoil petrol station chain by means of the best service in the country



EFFECTIVE STAFF

Provide systematic staff monitoring
Ensure that employees know the work standards
Involve petrol station managers in active work on the service quality
Motivate staff for quality service and sales



SALES GROWTH

Increase Ecto Sales
Increase the sales of coffee and related products
Increase promotions performance

RESULTS

START OF THE PROGRAM

assessment of customer service quality using the Mystery Shopper program in the Lukoil petrol station chain and competitor evaluation.

The program was not only a way to assess the level of service, but also made it possible to **achieve improved standards performance** in a short time, helped to increase sales and increase customer loyalty

The program is conducted on an ongoing basis, Mystery Shoppers in online mode provide data that go directly to the petrol station and the heads of petrol stations have the opportunity to work with the results, the system of employee motivation depends on the results of the service evaluation program



MYSTERY SHOPPERS ARE REAL CUSTOMERS WHICH ARE NOT RECOGNIZED

for 8 months we performed

1752

service evaluation at the
petrol station Lukoil
Bulgaria

240

on competitors petrol
stations

>400

mystery shoppers were
involved for service
evaluation

the use of real customers of the petrol stations as a MS allowed not only to assess the standards of employees work, but also to assess the level of customer loyalty, their willingness to recommend Lukoil petrol stations

evaluation was carried out in three main parameters:

subjective satisfaction
index

standards
implementation index

NPS

PROGRAM FEATURES

A large number of real customers in the role of mystery shoppers allows you to take into account the subjective assessment of the service and receive the diverse comments and suggestions for improving the service quality

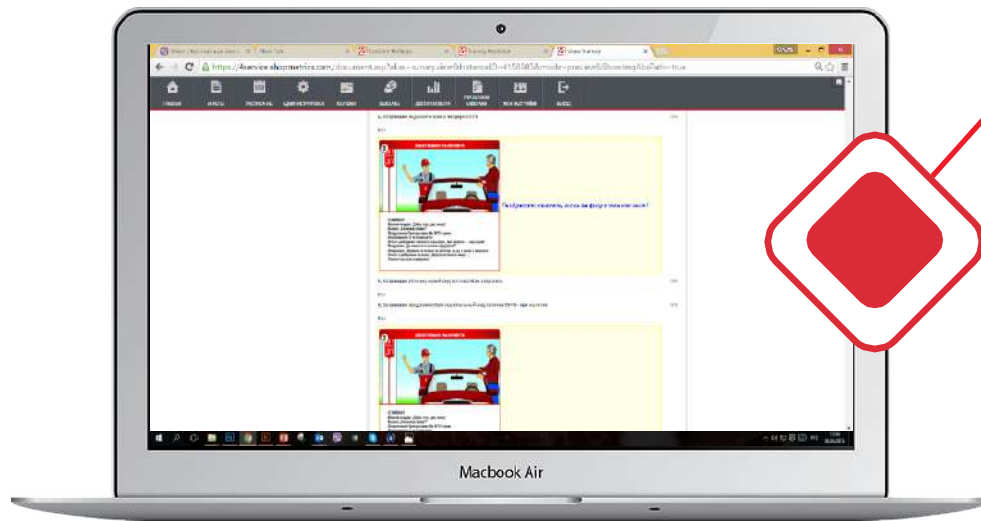


The staff sees a possible mystery shopper in any car that drove into the petrol station

**REAL CUSTOMERS
OF LUKOIL PETROL
STATIONS WERE
INVOLVED IN SERVICE
EVALUATION**

The program has already been attended by more than 500 cars of Mystery Shoppers, the constant rotation and the rule that one mystery shopper cannot visit one gas station more often than once every three months has made it possible to ensure unrecognizability of the mystery shoppers and the tone mode for the staff

ACTIVE FEEDBACK



this pinpoint aiming training does not teach everything for everyone, but for a specific employee, only for the standards that he violates

Operational feedback in the questionnaires allows you to convey to each employee in a visual form the content of those standards that were violated, to emphasize their importance



DATA ARE PROCESSED SIMULTANEOUSLY BY THE CHAIN AND CENTRAL OFFICE

- 1** Each petrol station manager has an access to the profiles, photos and audio recordings on his station
- 2** Regional representatives have access and control all the petrol stations in their region.
- 3** Data can be promptly received and viewed even on your smartphone.
- 4** The central office receives the results of each refueling of each region and the chain as a whole.

Dynamic indicators for each filling station and for each standard allow you to quickly make the adjustments to chain management
The agency's monthly reports with content analysis of customer requests and an emphasis on the main problem areas make it possible to concentrate as much as possible on improving exactly the standards that the customers need.

OPPORTUNITY TO TEST FORMS - PRESUMPTION OF INNOCENCE WITH RESPECT TO PERSONNEL

**EVERY
QUESTIONNAIRE WAS
TESTED BY A PETROL
STATION CHIEF**

If the head of petrol station has questions or disagreement with the assessment, then at the portal with the data he immediately draws up a claim to which he receives a response from the agency during the day: explanations, clarifications of the mystery shopper or adjustment of the results depending on the nature of the claim)



TEXACO

**ACTS OF LUKOIL
INSPECTIONS +
QUESTIONNAIRE
WITH
EVALUATION
FROM 4SERVICE**

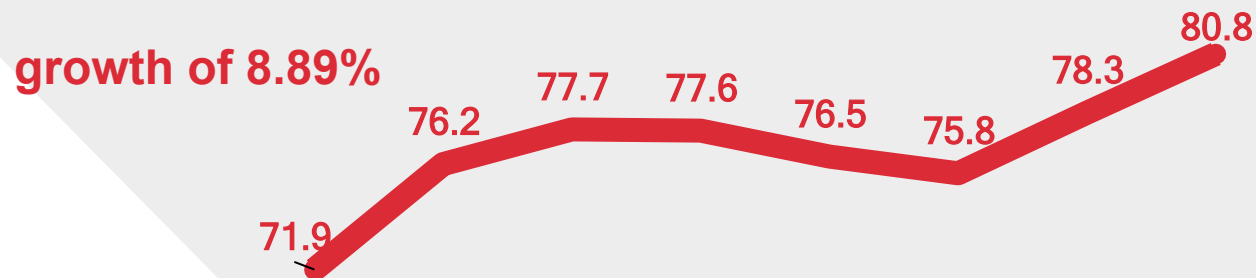
Each petrol station is subject to two
internal and external ratings.

The vicious circle of control, which allows to obtain an
objective assessment of the station

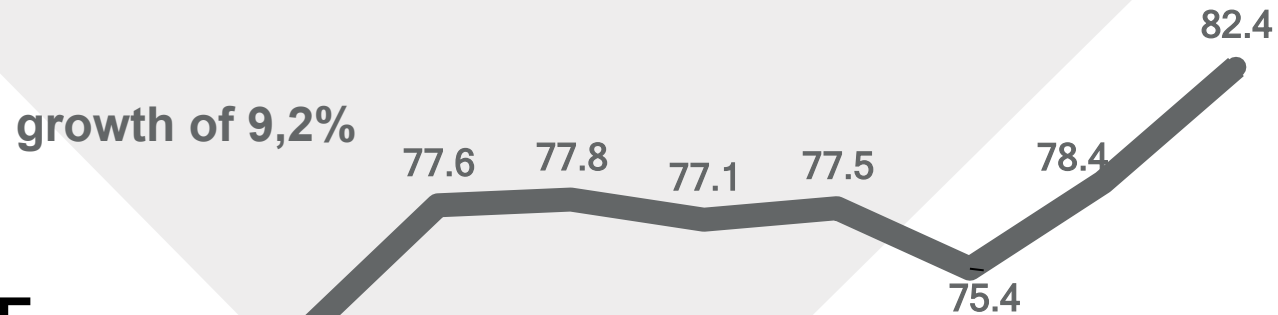
Prompt reporting of the results allows you to quickly
correct the situation

PROGRAM RESULTS

DYNAMICS OF OBJECTIVE INDICATORS

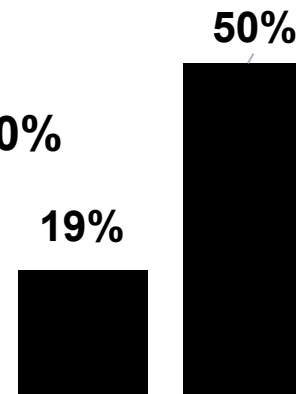


STANDARDS IMPLEMENTATION INDEX



SUBJECTIVE INDEX

growth from 19% to 50%



NPS

DYNAMICS OF OBJECTIVE INDICATORS

10,79%

Standards performance
for tanker was increased
**(growth from
64,91% to
75,7%)**

3,49%

Standards performance
servicing at cash register
**(growth from
69,22% to
72,71%)**

ACHIEVEMENTS

**"CUSTOMER
MEETING"**



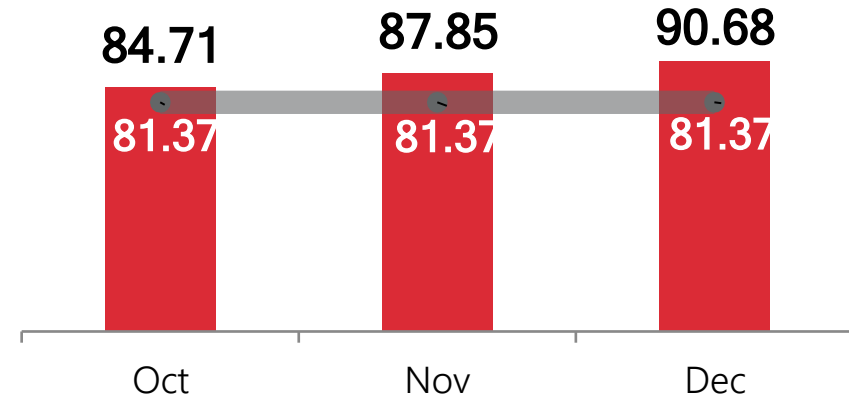
TANKER WIPE THE GLASS AND HEADLIGHTS

MEETING AND
FAREWELLING STANDARDS
SHOWED THAT THEY HAVE
A GREAT INFLUENCE ON
READINESS TO
RECOMMEND LUKOIL
CHAIN



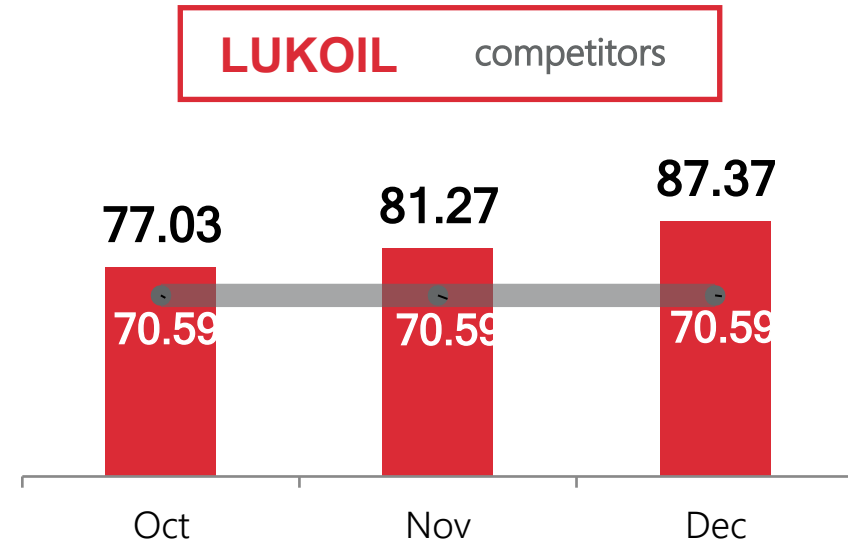
CUSTOMER MEETING

Comparisons with competitors chart



FAREWELL WITH CUSTOMER

Comparisons with competitors chart



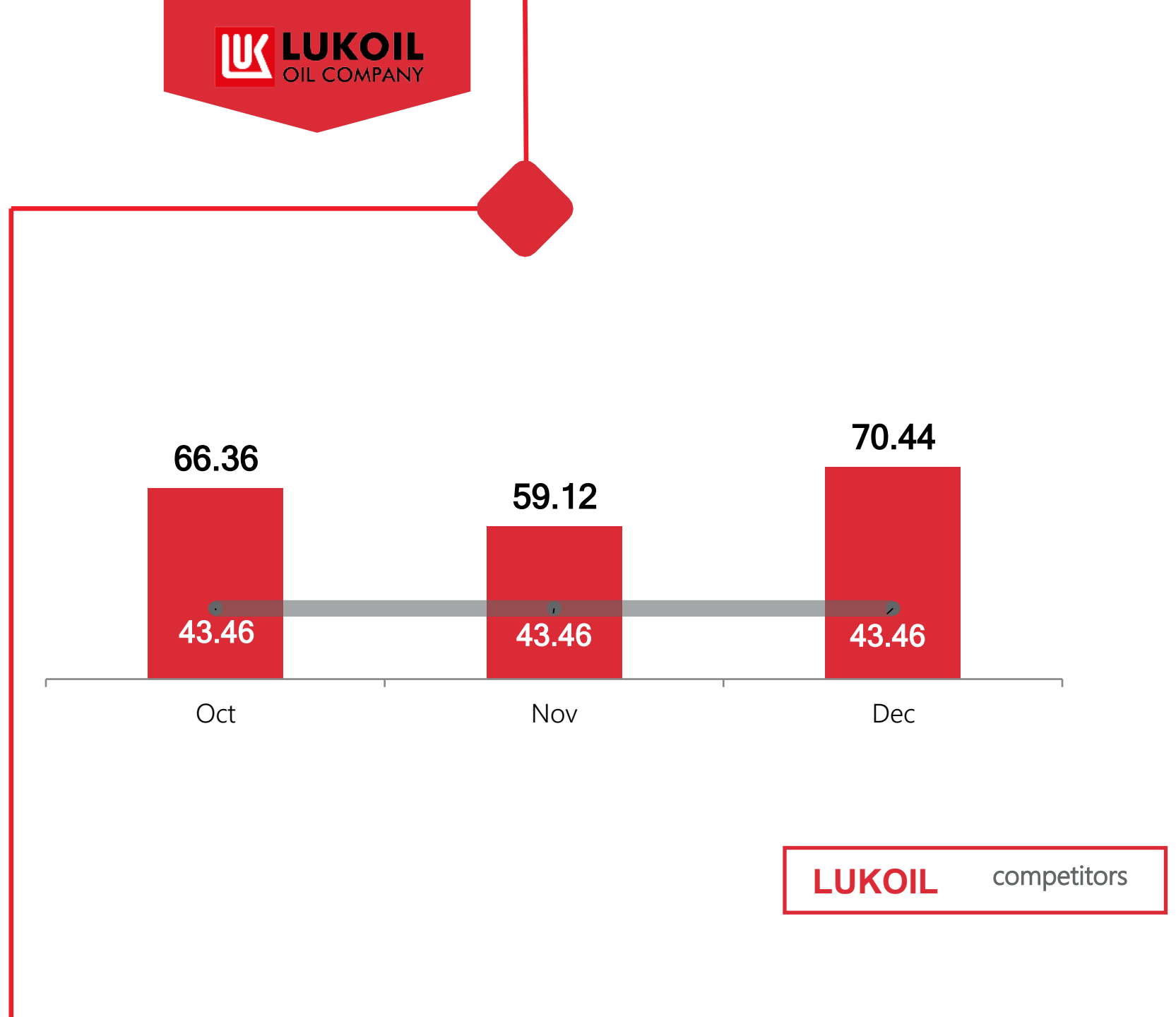


ACHIEVEMENTS

**“CLEAN
GLASSES AND
HEADLIGHTS”**

TANKER WIPE THE GLASS AND HEADLIGHTS

CUSTOMER CHOOSES THAT
PETROL STATION, WHERE
HE IS TAKEN CARE OF



ACHIEVEMENTS

**"SALE OF
COFFEE"**



SALES OF COFFEE

COFFEE BEGAN
OFFERING MORE
COFFEE SERVICING STANDARDS
BECAME CONFORMING TO
REQUIREMENTS

21,29%

Compliance with the
standard: operator offers
the coffee

**(growth from
64,91% to
75,7%)**

95-100%

Standard performance
Coffee serving steadily



ACHIEVEMENTS

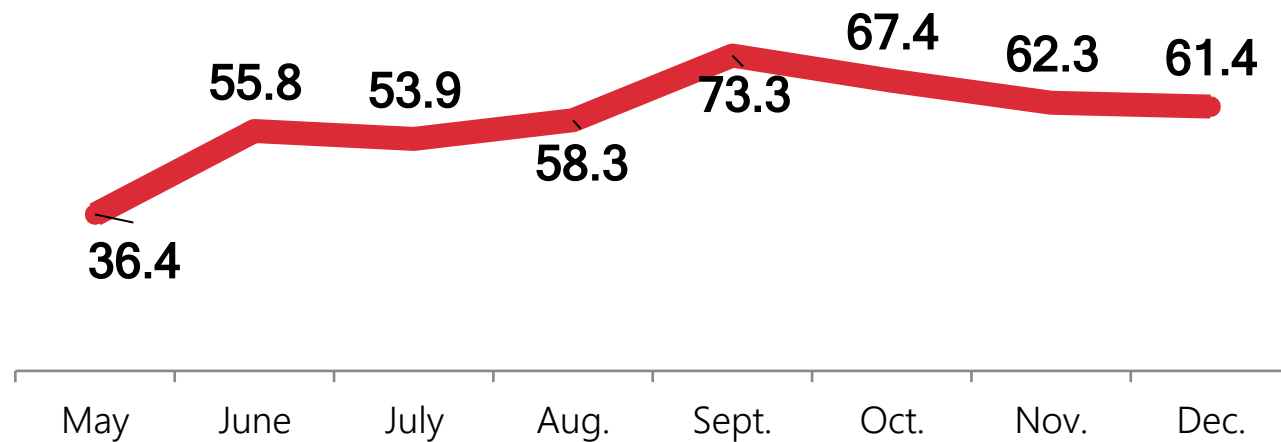
"EKTO SALE"

MS PROGRAMM



OFFER GROWTH FOR
THE PERIOD

TANKER OFFERED YOU A
PREMIUM TYPE OF EKTO
FUEL - IF AVAILABLE

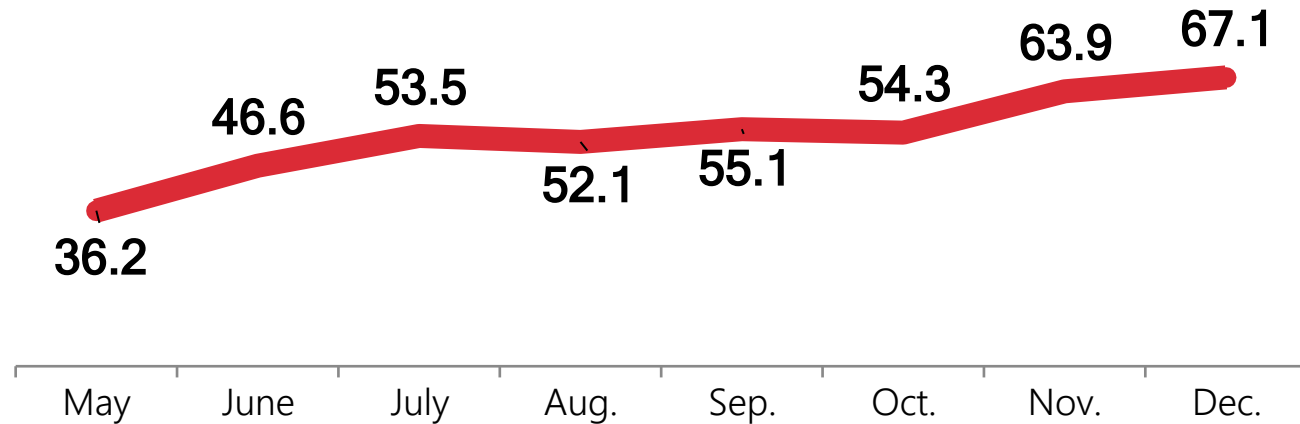


ACHIEVEMENTS

"PROMOTIONS EFFECTIVENESS"



PROMOTION EFFECTIVENESS DEPENDS
ON THE WORK OF PERSONNEL ON
SITES



ON-SALE PRODUCT PROMOTION

OPERATOR OFFERED YOU
PROMOTIONAL GOODS
AND/OR PRODUCT FROM
THE PROMOTIONAL CASE



**ACHIEVEMENT
S**

**"SERVICE
IMPROVEMENT
BY POINT"**

GET RID OF BAD SERVICE AT SPECIFIC PETROL STATIONS

One case when you encounter a bad service can spoil the image of the entire chain; it is important to prohibit the unsatisfactory service, so that a customer visiting any Lukoil patrol station has always been sure of the high quality of service.

Separate petrol stations showed a significant increase for the year:

NUMBER OF PETROL STATIONS WITH THE DISPLEASING SERVICING (LESS THAN 50%) REDUCED FROM 22 TO 6%



63,85%

Location B127, Vratsa, Dbnika area, Byala Slatina-Vratsa site

(growth form 21,52% to 85,37%)

63,01%

Location B 146, Sofia, SOFIA, Bxton Blvd. -

(growth from 36,99% to 100%)

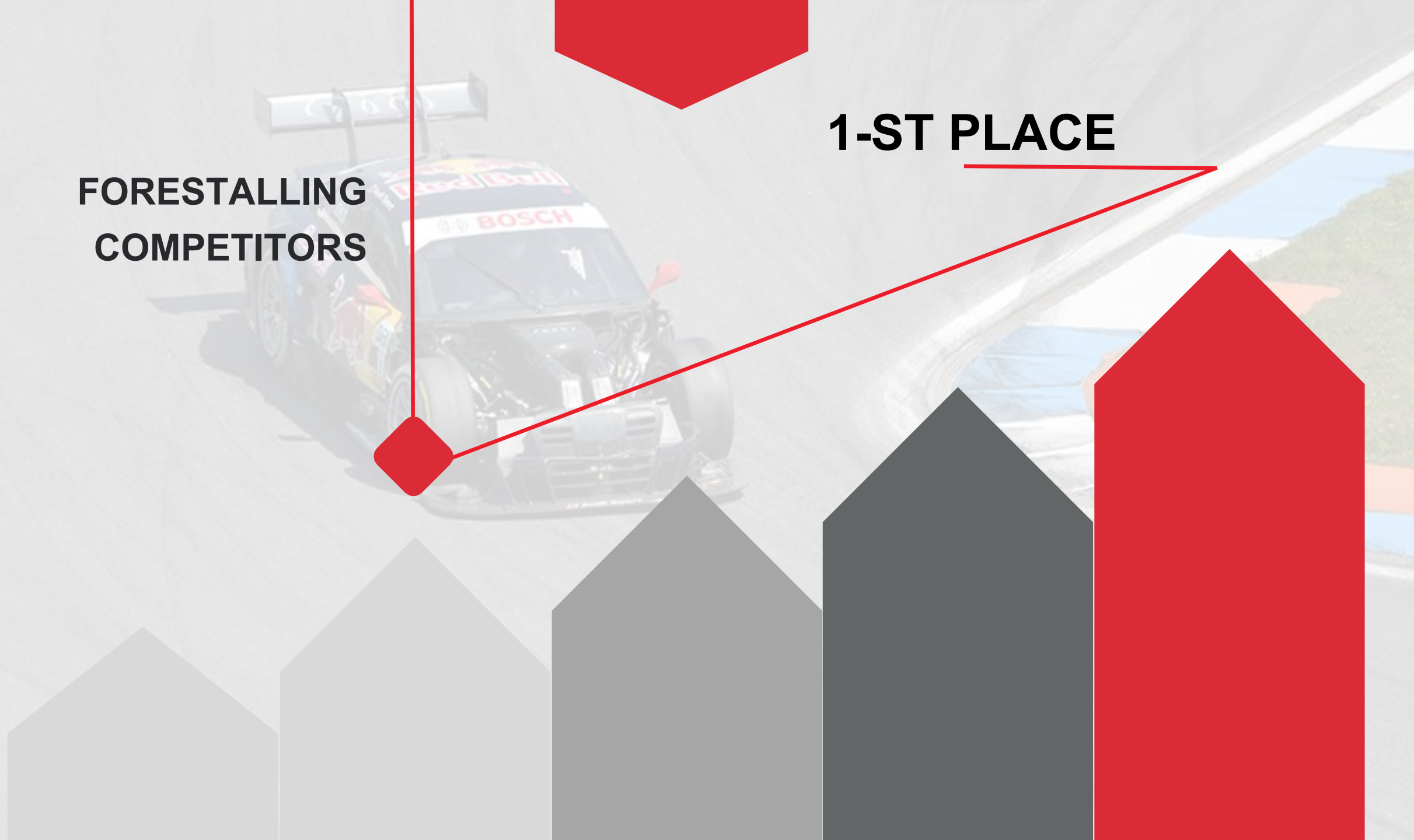
58,51%

Location B127, Vratsa, Dbnika area, Byala Slatina -Vratsa site

(growth from 21,74% to 80,25%)

**FORESTALLING
COMPETITORS**

1-ST PLACE





Constant and systematic control over the service quality creates a service culture in the company, increases sales and customer commitment