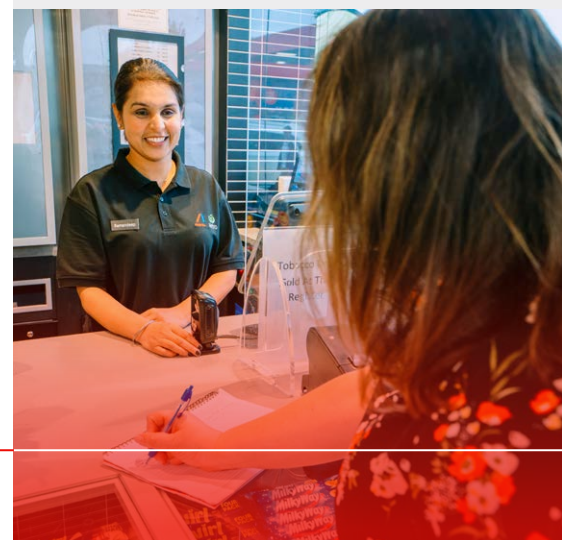


👁️ CASE STUDY

Delivering for our customers The Ampol Way

Ampol was proud to launch an internal program in the fourth quarter to improve consistency in customer service across our network and support employees to *Power better journeys* through great experiences.

With the rapid growth in the number of frontline retail employees over the past four years – from only a few hundred to over 6,500 today – a solution was required to ensure that all employees have a strong understanding of the expectations and requirements of Ampol in delivering a great customer experience and operating safely.



The Ampol Way, with the central tool being The Ampol Way Playbook, is a comprehensive guide that both managers and employees alike can utilise to access information, including the 10 key customer drivers and 10 most important customer touchpoints, as well as minimum customer service store standards and procedures. The Playbook also features a Drive Time routine, designed to prepare stores for maximum efficiency across peak hours.

Joanne Taylor, Executive General Manager, Consumer and B2B, said: "We were really proud to launch The Ampol Way in October 2021 to improve our engagement with front-line retail employees and support an improved customer experience, from car to counter.

"Having consistency across our network is key to ensuring our customers have a positive and memorable experience and in turn support better customer relationships and improved store returns.

"Continuing to engage our people and reinforce The Ampol Way will be a key priority in 2022. There is already a high level of engagement and support for the program, and we look forward to continuing to deliver great experiences for our customers in the future, The Ampol Way."

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