

## CUSTOMER TESTIMONIALS

### Kuwait Petroleum International Lubricants (KPIL)

### Q8 Oils Q8 T 900 EDUCATION PROGRAMME

#### SUMMARY OF RESULTS

From a pan-European group of 50 participants;

- Completion rate by deadline = 98%
- Course rating = >90% 'good' or better
- Senior management satisfaction with results

#### BACKGROUND

During mid 2004 KPIL was preparing for the pan-European launch of Q8 T 900, the first Heavy Duty Engine Oil on the market meeting the challenging lubricant specifications associated with the introduction of the new Euro 4 emissions legislation. KPIL adopted the following position statement to reflect this breakthrough;

**Q8Oils pioneers in  
Euro 4 engine oil  
technology**

In order to successfully realise the value of this innovative new product in the marketplace, KPIL management identified the need for their sales and marketing teams to receive clear, consistent and understandable information about the new low SAPS technology at the heart of Q8 T 900.

The ultimate objective was to equip the sales force with an appropriate level of product and technical knowledge to enable them to explain to customers and prospects the value of Q8 T 900 in protecting the after-treatment devices fitted to new Euro 4 vehicles. As a central thrust in meeting this need KPIL worked with Lubrizol K2M to create the Q8 T 900 Education Programme.

## OBJECTIVE

To rapidly equip 50 selected staff, from sales, marketing and technical support functions across the European organisation with the product and technical knowledge to support the launch of Q8 T 900.

## PROGRAMME FEATURES

- Each individual to complete the *'Euro 4 Impact on Lubricant Specifications/Performance'* K2M course and post-assessment test within a defined 3 month period - Nov 2004 – Jan 2005.
- Weekly tracking reports to KPIL management to monitor progress, followed up with internal communications and user support
- Issue of a customised Course Completion Certificate signed by the KPIL Managing Director (example below)



## OUTCOMES

By the end of the programme 98% of all participants had successfully completed the specified Euro 4 course and passed the 5 question post-assessment test.

In a feedback survey which 42% of participants responded to, the key findings were;

- More than 90% rated the course as good (or better).
- Less than 5% thought that the course scenario was unrealistic.

- Less than 5% thought that the course materials were not easy to find.
- 0% disagreed that the reference materials were relevant and had improved personal knowledge of the subject.

Steve Boocock, KPIL Marketing Manager commented;

“At KPIL we are firm believers that investment in developing our people drives the success of our business. The Q8 T 900 Education Programme was particularly innovative as it allowed us to embrace the latest in learning techniques delivered to our participants via the internet. The 98% completion rate represents a great success in delivering measurable results from our investment and has served to underpin the launch of Q8 T 900 in the marketplace. Overall we very much liked the K2M approach in designing a programme structured around our business needs.”