Valvoline Case Study

Due to increasing customer volumes, Valvoline switched to Woolpert Digital Innovations as its premier Google partner. The integration enabled Valvoline to take advantage of Woolpert Digital Innovation's volume price discounts and customer support.

The challenge

With 1,600 locations currently in the U.S., Valvoline Instant Oil Change store locations increase by more than 150 per year. Valvoline recognized how significant it was to provide geocoding and time zone features in its store locator. Driving the same rapid growth in its all-in-one app and resourceful website, Valvoline sought a more reliable and functional mapping and data storage solution.

The solution

Geocoding APIs and TimeZone APIs pinpoint accurate representations of stores close to users in the Valvoline Instant Oil Change app and on the Valvoline website. Valvoline leverages Google's mobile-native feature within dynamic maps to provide users with a familiar map. Along with GMP, Google Cloud secures and scales data seamlessly as Valvoline grows.

The results

When Valvoline was evaluating mapping solutions, Google Maps Platform was the obvious choice thanks to its reliability and easily customizable interface. Valvoline relies on GMP to deliver accurate, location-based and real-time information and data analytics, to the public. Utilizing GMP, Valvoline announced an updated store locator rollout in mid-November.

> " In terms of a store locator, our goal is to build one that's best in class. We are confident we have done that each time we have rolled out a new version. We couldn't ask for a better partner to execute this process with. "
>
> Cecil Helton, Digital Marketing Manager, Valvoline

About Valvoline Inc.

Providing premium products and services, Valvoline is a pioneer in the global market for branded lubricants and automotive services.

Industry: Automotive

Primary project location: United States

About Woolpert, Inc.

Woolpert Digital Innovations provides premier location-based technologies and cloud solutions for clients around the world.

Products

Google Cloud Platform
Google Maps Platform