



# Talent Management for service personnel at Statoil petrol stations in Europe

## The Challenge

*Statoil* is the regional leader in automotive fuel sales with an annual turnover of NOK 20 billion, € 2.5 Billion in its 1400 sites in the Baltics, Poland, Russia and the Nordics. As many retail operations the company was suffering from:

- Low retention rate
- High sick leave rate
- Potential for higher average basket size
- Potential for higher customer loyalty

## Assessio's solution

A one-day training programme for all site managers including Structured Interview Training, EasyCruit Talent Management, and Service First™.

## Results

- More effective process
- Strengthened employer branding
- Increased basket value
- Higher degree of service level on site

## Service Recruitment™

ServiceRecruitment™, is a well documented and tailor made recruitment process for retail organisations worldwide. Your recruiters and site- or store managers will be trained in the whole process, including job analysis, screening, structured behavioural interview and reference taking. This ensures their capability to continuously recruit and motivate the best candidates, in order to maintain the competitive advantage necessary for any successful retail operation.

### To discuss opportunities please contact:

Assessio International/Sverige AB, telephone +46 (0)8-775 09 00, [info@assessio.se](mailto:info@assessio.se)  
Assessio Norge AS, telephone +47 22 12 80 40, [info@assessio.no](mailto:info@assessio.no)  
Assessio Danmark ApS, telephone +45 33 17 71 33, [info@assessio.dk](mailto:info@assessio.dk)  
Oy Assessio Finland Ab, telephone +358 (0)40 763 9161, [info@assessio.fi](mailto:info@assessio.fi)