

CASE STUDY



QUALITY AUTOMOTIVE ENVIRONMENTAL SERVICES. AT YOUR SERVICE.

CUSTOMER

This branded franchise was one of Canada's first quick-lube businesses and has grown into one of the largest automotive service providers in the country. It offers fast, warranty approved, no-hassle service to keep cars running longer.

CHALLENGE

A group of 85 quick-lube shops needed reliable used oil collection to keep operations running swiftly. The shops, built for utility and efficiency, use small, on-site holding tanks to store the waste oil from oil change servicing, which require regular collection to stay in service. In the retail business, it is also especially important that the appearance of the shops is esthetically pleasing to their customers who appreciate a tidy environment. The quick-lube operators were seeking a supplier that could:

1. Ensure the tanks did not fill up so the shops could continue to service their clients without delay
2. Improve the shops' corporate and environmental image

THE SOLUTION

Terrapure dedicated a qualified representative to develop a solid understanding of the company and its challenges, acting as the customer's single point of contact for all waste management needs. This helped Terrapure create the best customer experience possible for the lube shops.

Terrapure assessed the challenges and developed custom schedules to service each shop's tanks, optimizing the collection time for each location. This meant used oil was picked up on a set schedule at appropriate intervals without shop owners having to call or worry about their tanks reaching capacity.

Terrapure also developed customized certificates to be displayed in the lube shops noting their commitment to environmental protection and sustainability through the recycling of their used oil.

THE RESULTS

By partnering with Terrapure, the lube shops have been able to:

- ✓ Continue offering the highest levels of customer service
- ✓ Improve efficiencies by ensuring tanks never reach full capacity
- ✓ Highlight their sustainability to their customers with a certificate that quantifies how much oil they have recycled with Terrapure

The partnership between the lube shops and Terrapure has been so positive that when the national franchise owners decided to endorse another environmental solutions provider, a group of locations opted to stay with Terrapure. The shop owners enjoy the proactive and dedicated nature of the service, positive relationships and commitment to sustainable practices.