

Commercial Excellence Academy

by  Asbiverse Group

Optimizing Route to Shopper® Capability for Winning in Retail

[www.commercialexcellence.academy](http://www.commercialexcellence.academy)

# Route to Shopper®

A Strategic Framework for  
Integrated Shopper-based Value  
Creation in the Automotive  
Lubricants Industry

# The Route to Shopper® Framework for Automotive Lubricants

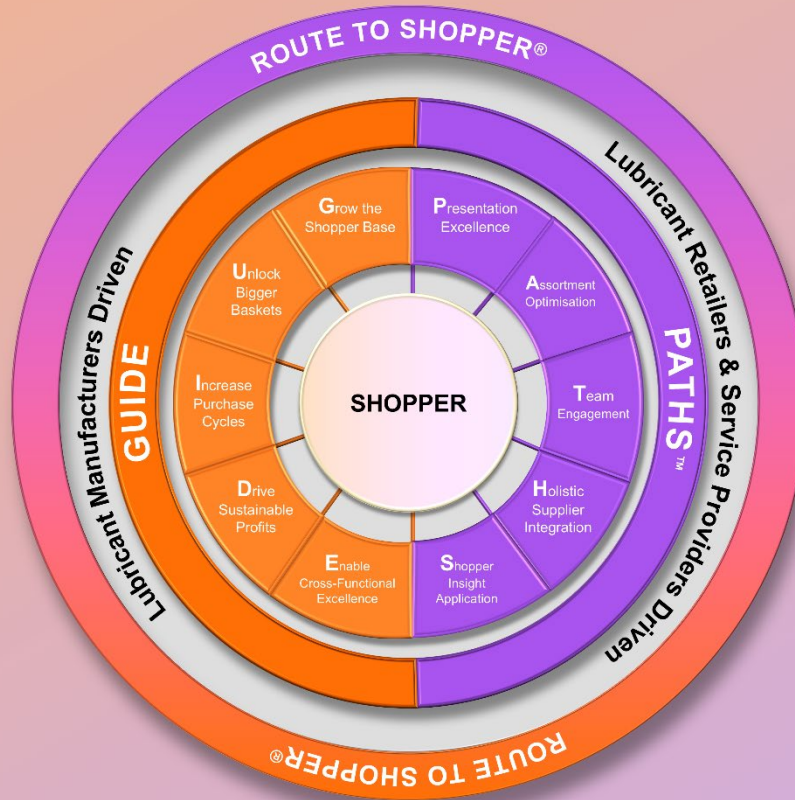
## Integrated Shopper-based Value Creation for Automotive Lubricants

*A Commercial Excellence Academy Strategic Capability Blueprint*

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# The Route to Shopper® Framework incorporating GUIDE – PATHS™ for Automotive Lubricants



## Strategic Context & Purpose

**What does it really take to win a shopper's consideration in a world of endless options?**

In the automotive lubricants marketplace, traditional product-centric or channel-focused strategies are proving insufficient to drive sustainable growth. The **Route to Shopper®** Framework represents a next-generation capability system that enables **Integrated Shopper-based Value Creation**. It aligns lubricant brands with service and retail partners to win where purchase decisions actually happen.

### The Shopper Distinction

Our framework deliberately distinguishes between:

- **Consumers:** Vehicle owners and operators who use lubricant products
- **Shoppers:** Decision-makers who select what to buy and where to purchase

This critical differentiation acknowledges that the person changing the oil is often not the person who selected the product. Across DIY and DIFM environments, understanding the shopper's decision process is the key to commercial success.

### From Product Planning to Mission-based Activation

**Route to Shopper®** drives a fundamental shift from traditional product/channel planning to mission-based activation aligned with shopper needs:

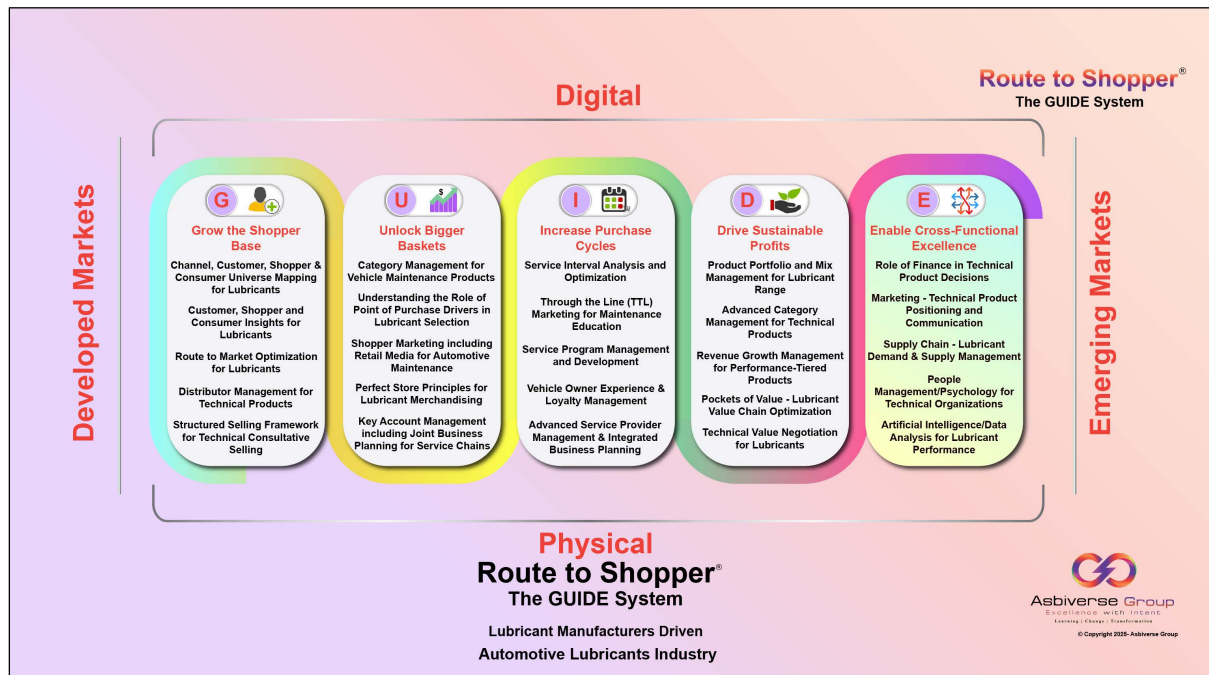
Traditional Approach	Route To Shopper® Approach
Product Category Management	Shopper Mission Fulfilment
Channel-Specific Tactics	Integrated Journey Optimization
Promotional Calendars	Mission-Based Activation (e.g., Seasonal Maintenance, Performance Upgrade)
Siloed Commercial Planning	Synchronized Value Creation

This shift results in more relevant offers, enhanced shopper engagement, and measurably improved commercial outcomes across both manufacturer and retail/service operations.

# GUIDE – PATHS™ Frameworks for Automotive Lubricants

The **Route to Shopper®** Framework for Automotive Lubricants consists of two complementary capability systems:

## GUIDE Framework (For Brand Owners/Manufacturers)



### G: Grow the Shopper Base

- Maps the complex ecosystem of decision-makers across retail, service, and digital environments
- Develops deep understanding of shopper motivations across DIY and DIFM segments
- Creates synchronized multi-channel strategies that optimize reach and relevance

### U: Unlock Bigger Baskets

- Builds cross-category solutions connecting lubricants with filters, additives, and related products
- Designs influence strategies for critical decision moments in both retail and service environments
- Creates value-based frameworks that drive premium product selection and complementary purchases

## I: Increase Purchase Cycles

- Develops vehicle lifecycle engagement strategies across maintenance milestones
- Creates integrated communications that drive service frequency and loyalty
- Builds experience-based approaches that transform transactions into relationships

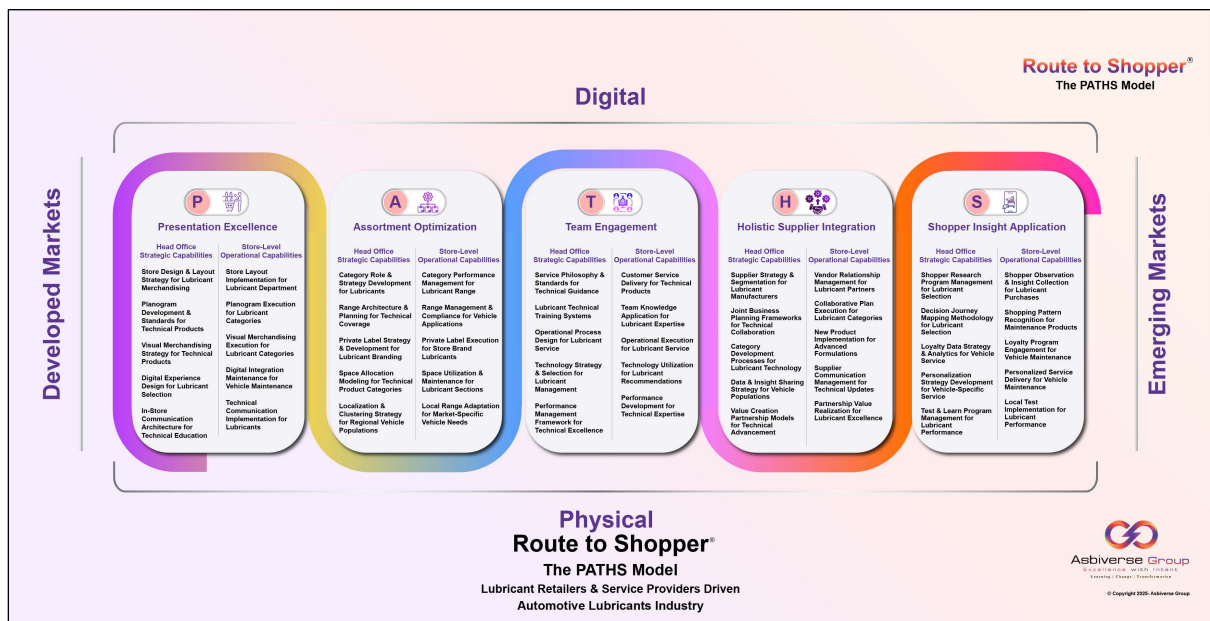
## D: Drive Sustainable Profits

- Optimizes product portfolios and pricing architecture to capture appropriate value
- Creates revenue growth management approaches aligned with technical differentiation
- Develops negotiation frameworks that establish sustainable, value-based partnerships

## E: Enable Cross-Functional Excellence

- Aligns technical, commercial, and operational capabilities around shopper value creation
- Creates digital enablement strategies that enhance shopper engagement and decision support
- Develops technical knowledge frameworks that translate specifications into shopper benefits

## PATHS Framework (For Retailers, Workshops, and Distributors)



## **P: Presentation Excellence**

- Creates shopper-intuitive merchandising systems across retail formats and service environments
- Develops digital integration approaches connecting physical and online shopper experiences
- Establishes communication architectures that guide shoppers through appropriate decision journeys

## **A: Assortment Optimization**

- Develops category strategies optimized for shopper needs and local vehicle populations
- Creates range architecture frameworks balancing comprehensive coverage with decision simplicity
- Establishes localization approaches adapted to regional vehicle demographics and service patterns

## **T: Team Engagement**

- Creates service philosophies and technical guidance standards tailored to shopper expectations
- Develops knowledge systems ensuring appropriate recommendations across DIY and DIFM environments
- Establishes operational processes that deliver consistent shopper experiences

## **H: Holistic Supplier Integration**

- Creates collaborative frameworks aligning manufacturer and retail/service partner objectives
- Develops joint business planning approaches focused on shared shopper success
- Establishes data-sharing strategies that enhance mutual understanding and value creation

## **S: Shopper Insight Application**

- Creates research methodologies analysing how shoppers make lubricant decisions
- Develops decision journey mapping that identifies critical influence opportunities
- Establishes personalization approaches tailored to vehicle-specific needs and preferences

## The Power of Integration

Together, **GUIDE** and **PATHS** form a seamless shopper-first value engine that connects strategy and execution through:

- **Strategic Symmetry:** Aligning brand and retail partner objectives around shopper needs
- **Implementation Reciprocity:** Creating compatible operational approaches that work in harmony
- **Shopper-centric Synchronization:** Ensuring consistent shopper experiences across touchpoints
- **Value Chain Collaboration:** Driving mutual growth through shared shopper understanding

## Illustrative Examples (Hypothetical)

### Example 1: Passenger Vehicle Motor Oils

**Challenge:** Increasing synthetic oil penetration while maximizing workshop service revenue

#### **GUIDE Application (Manufacturer):**

- **G:** Identifies key decision triggers across enthusiast DIY, casual DIY, and DIFM shopper segments
- **U:** Creates cross-category bundles connecting synthetic oil with premium filters for complete protection
- **I:** Develops service reminder programs calibrated to synthetic drain intervals
- **D:** Establishes value-based pricing architecture capturing appropriate premium for synthetic benefits
- **E:** Creates technical education tools translating synthetic advantages into relevant shopper benefits

#### **PATHS Application (Retail/Service Partner):**

- **P:** Develops premium oil displays in both retail and service waiting environments
- **A:** Creates synthetic-forward assortment strategies tailored to local vehicle populations
- **T:** Trains service advisors to effectively communicate synthetic performance advantages

- **H:** Collaborates with brand partners on joint promotions and technical training
- **S:** Uses vehicle history to personalize synthetic recommendations based on driving patterns

**Integrated Outcome:** The combined application creates a synchronized approach where the manufacturer's synthetic value proposition is seamlessly delivered through retail and service environments, optimized for how different shoppers make decisions, resulting in increased synthetic penetration, larger service tickets, and enhanced shopper satisfaction.

## Example 2: Fleet Lubricants

**Challenge:** Building competitive advantage in commercial fleet maintenance services

### GUIDE Application (Manufacturer):

- **G:** Distinguishes between fleet manager, procurement, and maintenance decision-maker needs
- **U:** Creates comprehensive servicing bundles with lubricants at the core
- **I:** Develops operational performance tracking linked to maintenance compliance
- **D:** Establishes total cost of ownership models demonstrating premium lubricant value
- **E:** Creates technical documentation frameworks validating performance in specific applications

### PATHS Application (Fleet Service Partner):

- **P:** Develops performance documentation displays in fleet service environments
- **A:** Creates specialized assortments aligned with local commercial vehicle populations
- **T:** Trains service teams on operational impact discussions with fleet decision-makers
- **H:** Collaborates with manufacturers on field testing and performance validation
- **S:** Uses operational data to personalize recommendations based on usage patterns

**Integrated Outcome:** The combined approach creates a powerful fleet service proposition where manufacturer technical expertise and service partner operational capabilities align around the fleet shopper's primary concerns;

uptime, cost control, and reliability. This drives stronger partnerships and competitive advantage.

## Potential Outcomes from Route to Shopper® Adoption

Organizations implementing the **Route to Shopper®** Framework can potentially achieve:

### Commercial Growth

- Up to 20% increase in premium product trade-up through integrated influence strategies
- 15-25% higher workshop conversion rates via mission-focused execution
- 10-15% increase in synthetic penetration through coordinated DIY and DIFM approaches

### Operational Excellence

- Enhanced cross-functional alignment around shared shopper objectives
- More effective resource allocation through shopper-based prioritization
- Stronger collaboration between manufacturers and retail/service partners

### Return on Investment

- Higher ROI from shopper marketing investments through better targeting and execution
- Improved returns from technical training through shopper-relevant application
- More effective space utilization in retail and service environments

### Strategic Agility

- Greater adaptability across formats, price points, and service models
- More responsive approach to evolving shopper behaviour and preferences
- Enhanced capability to integrate emerging technologies into the shopper experience

## AI Enablement & Evolution

The **Route to Shopper®** Framework prepares organizations for AI-powered value creation in the automotive lubricants sector:

## AI-enhanced Shopper Understanding

- Advanced segmentation identifying micro-segments with distinct decision patterns
- Predictive modelling of purchase timing and product preferences
- Dynamic journey mapping showing how decisions evolve across touchpoints

## AI-enabled Decision Support

- Automated product recommendations based on vehicle data and driving patterns
- Image-based SKU recognition simplifying inventory and scanning
- Predictive servicing suggestions based on vehicle telemetry and usage patterns
- Dynamic pricing and bundle offer optimized for shopper value perception

## AI-powered Execution Optimization

- Inventory management calibrated to predicted demand patterns
- Service bay scheduling optimized for capacity utilization
- Personalized marketing deployment based on shopper responsiveness

**Key Principle:** AI serves the shopper journey, not just operational automation. **Route to Shopper®** ensures that AI applications enhance rather than disrupt the shopper experience by maintaining a consistent focus on shopper needs and decision processes.

## Role of Commercial Excellence Academy

The Commercial Excellence Academy serves as both the architect of the **Route to Shopper®** Framework and a capability transformation engine for organizations implementing it. Our role encompasses:

### Framework Development & Evolution

- Continuous refinement of **Route to Shopper®** methodologies based on market dynamics
- Integration of emerging technologies and shopper behaviour trends
- Development of industry-specific applications and tools

### Capability Building

- Design and delivery of targeted development programs across functions

- Creation of implementation toolkits and methodologies
- Facilitation of cross-functional alignment and collaboration

## Value Chain Orchestration

- Guidance for manufacturer-retailer collaboration models
- Development of joint planning frameworks and processes
- Facilitation of shared objective setting and performance measurement

Through these roles, the Academy enables organizations to build sustainable capability for shopper-centric planning, collaboration, and agile execution across the lubricants value chain.

## Call to Explore

The automotive lubricants sector stands at a pivotal moment of opportunity. As vehicle technology evolves, maintenance patterns shift, and digital transformation accelerates, organizations that systematically align around shopper needs will capture disproportionate value.

The **Route to Shopper®** Framework offers a proven approach to building this alignment. It creates the capability foundation for sustained competitive advantage in an AI-enabled, shopper-led marketplace.

We invite you to explore how **Route to Shopper®** can drive modern commercial growth, loyalty, and profitability in your organization. This approach transforms traditional product and channel approaches into an integrated system for shopper-based value creation.

## Contact

To begin a strategic dialogue on implementing the **Route to Shopper®** Framework in your organization, please contact:

Strategic Partnerships Team

Commercial Excellence Academy

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