

CASE STUDY

Throttle® Helps Valvoline Express Care Sheridan Increase Return Visits and Improve Visit Frequency

Streamlining marketing and customer engagement by automating timely outreach.

The Client

Valvoline Express Care Sheridan is owned and operated by Lube Refiners LLC., a partnership owned by Steve Lieneman, Dave Wills and Mark Law. The shop serves approximately 26,000 residents in Sheridan, Wyoming and provides oil changes, tire services and light mechanical repair. Steve also owns a second Valvoline Express Care location in Douglas, Wyoming.

The Sheridan location is known locally for being honest and professional. The team reviews factory maintenance schedules with customers and documents each service clearly on every invoice. Many drivers want to keep their vehicles longer and understand the importance of staying current on required maintenance.

The Challenge

Steve's challenge was communicating with customers about upcoming service without relying on oil change discounts or negatively impacting gross margin.

He wanted customers to return more consistently without lowering the perceived value of his oil change services. He believed customers who were due for service would return, but they needed consistent communication to stay top-of-mind. The opportunity was to stay in front of them and encourage additional needed services once they were in the shop.

The store's location also required stronger name recognition. While it sits near a main highway, it does not receive the same natural traffic exposure as a nearby competitor that has operated longer and is more established in the area.

Steve needed a structured way to stay top-of-mind and bring customers back while maintaining the value of his core services.

The Solution

Throttle, a product of Matrix Imaging Solutions, streamlines marketing and customer engagement for automotive service providers by automating timely outreach powered by shop data.

Steve began working with Throttle in May 2023 to increase return visits while protecting oil change pricing and gaining clearer visibility into performance.



Industry

Quick lube, tires and light mechanical repair



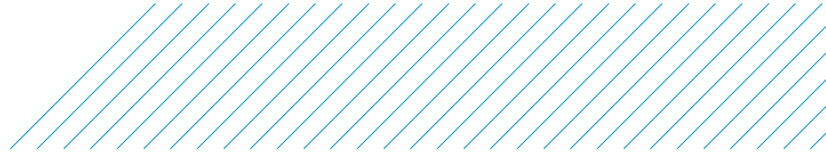
Objective

Increase car count and improve customer retention without discounting oil changes.



Solution

Five-touch postcard and email reminder program with shop imagery and targeted service offers.



Together, they implemented a five-touch reminder program using postcards and email. Reminder artwork included images of the shop to reinforce recognition. Monthly digital newsletters were also added to maintain consistent contact.

The first two reminders were informational. They simply told customers they were due for service.

The third, fourth and fifth reminders included offers — but oil changes were intentionally excluded from discounted promotions. Instead, the offers focused on additional services customers often postponed.

Each offer was coded for tracking, allowing Steve to see which reminders were generating visits and refine the program accordingly.

As Steve explains:

“Throttle has demonstrated a willingness to listen to their customers and develop and customize tools to help their customers meet their business objectives. They are very committed to our success.”

The Results

The impact was measurable and immediate.

- Returning customers increased 18%
- Customers came back 13% sooner
- Average days between visits improved from 158 to 138

A returning customer is defined as one with at least one prior visit during the measured quarter. These improvements came from consistent, well-timed communication. Informational reminders kept the shop top-of-mind, while targeted service offers encouraged customers to schedule needed work. Clear tracking provided visibility into which messages were driving results.

Most importantly, return frequency improved without discounting oil changes. The shop maintained pricing discipline while strengthening retention — exactly what Steve set out to accomplish.

Moving Forward

Valvoline Express Care Sheridan continues using the five-touch reminder program and reviews results regularly. Offers are adjusted based on performance data, not guesswork.

The focus remains steady: keep customers returning on time, support recommended maintenance and grow car count without eroding pricing.

With structured reminders in place and clear performance insight, the shop is positioned to build on its retention gains and continue improving visit frequency over time.

As Steve describes the partnership, Throttle is committed to helping the shop meet its business objectives and tailor tools to its specific goals.



Client Quote

“Engage Throttle without concern or hesitation. They have developed a valuable toolset and will listen and work creatively to tailor it to your business.”

Steve Lieneman

Owner
Valvoline Express Care
Sheridan

