CENTRIC

Total e-Track: Revolutionising Asset Management in Oil & Gas

A case study of digital transformation driving operational excellence through advanced asset tracking and warranty management across Total Middle East's franchise network.

The Challenge: Fragmented Asset Management

Before Total e-Track, Total Middle East faced critical inefficiencies in their automotive service operations:

Warranty Mismanagement

Equipment from multiple suppliers had overlapping warranties with no accurate tracking system, leading to unnecessary costs.

Limited Visibility

No granular data across the service network meant franchisees lacked clarity and suppliers were rarely held accountable.

Manual Processes

Complaints, giveaway items, and signage requests were handled through spreadsheets and email chains with no shared source of truth.

Talk to Our Expert!

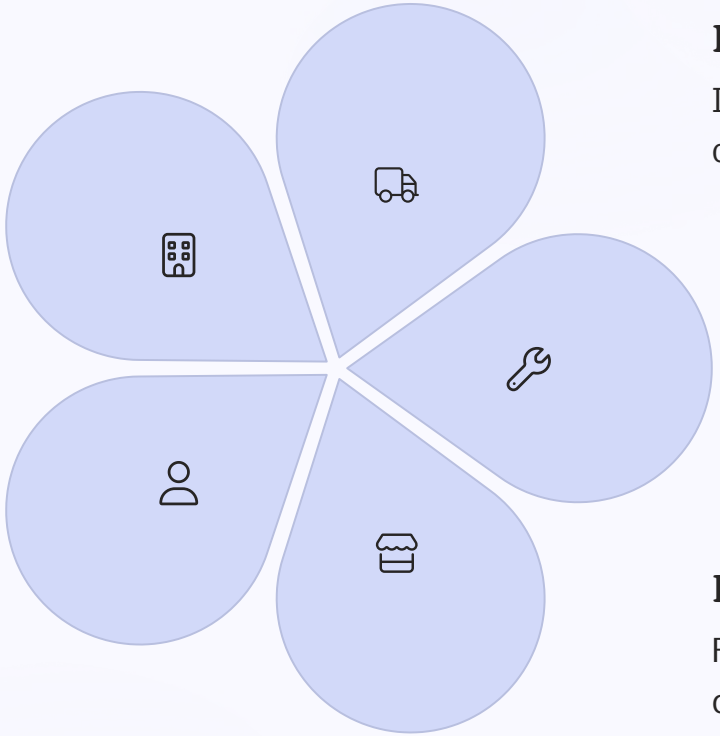
Stakeholder Complexity

Manufacturers

Original equipment providers with different warranty terms and service protocols for each component.

Total Internal Teams

Marketing, operations and logistics departments requiring an integrated platform for accountability.



Local Distributors

Intermediaries responsible for equipment delivery, installation and first-line support.

Technicians

Service personnel who diagnose and repair equipment with varying levels of access to warranty information.

Franchisees

Retail service station operators who bear the operational impact of equipment downtime.

Each stakeholder had different views of what was under warranty, resulting in service requests based on guesswork rather than accurate data.

View Our Work!

Financial Impact of Inefficiencies

$2M+

Annual Excess Costs

Unnecessary expenditure due to double-charged parts and missed warranty periods before implementation.

1000+

Wasted Admin Hours

Time spent annually on manual reconciliation, dispute resolution and tracking through disparate systems.

200+

Affected Franchisees

Business owners experiencing frustration and operational disruptions due to equipment downtime.

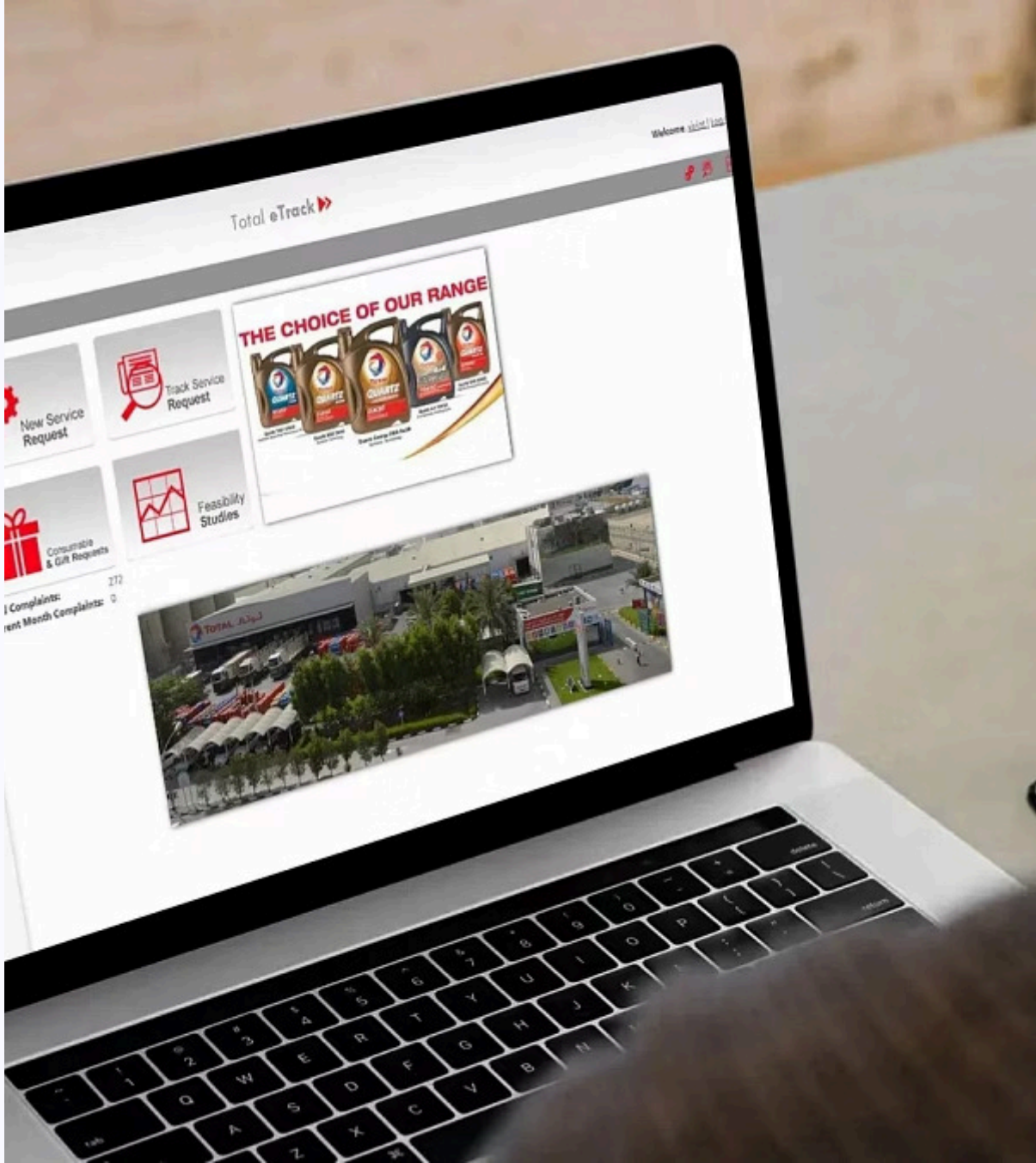
Total bore the majority of these costs while franchisees suffered from reduced operational efficiency and suppliers faced minimal accountability for their equipment performance.

Learn More About Centric

The Solution: Total e-Track

Centric, as a trusted Oil & Gas Digital Transformation Agency, partnered with Total to deliver a purpose-built solution designed for the complexity of franchised equipment management, introducing a comprehensive asset tracking platform.

Contact Us Now!



Key Features of Total e-Track

Part-Level Warranty Tracking

Every component imported with its own warranty period using complex workflows. Replaced parts trigger new warranties automatically, with compressors, circuit boards and sensors each tracked independently.

Three-Way Ticket Management

Service tickets shared and actionable across franchisees who log complaints, suppliers providing parts/services, and Total's internal team for approvals and audits.

Quotation Workflow

Suppliers submit quotations for review while Total employees approve or reject based on warranty data, cost benchmarks and SLA commitments.

Role-Based Access & Reporting

Tailored dashboards for employees, suppliers and franchisees, making communication faster and more transparent than ever before.

View Our Work!

Expanded Functionality

Beyond Equipment Management

Total e-Track expanded to streamline other critical operational workflows:

- Complaint resolution system with full tracking and escalation
- Merchandise and giveaway item request processing
- Signage approval workflows with visual reference library
- Project studies and business case tracking
- Complete audit trails for compliance and performance analysis

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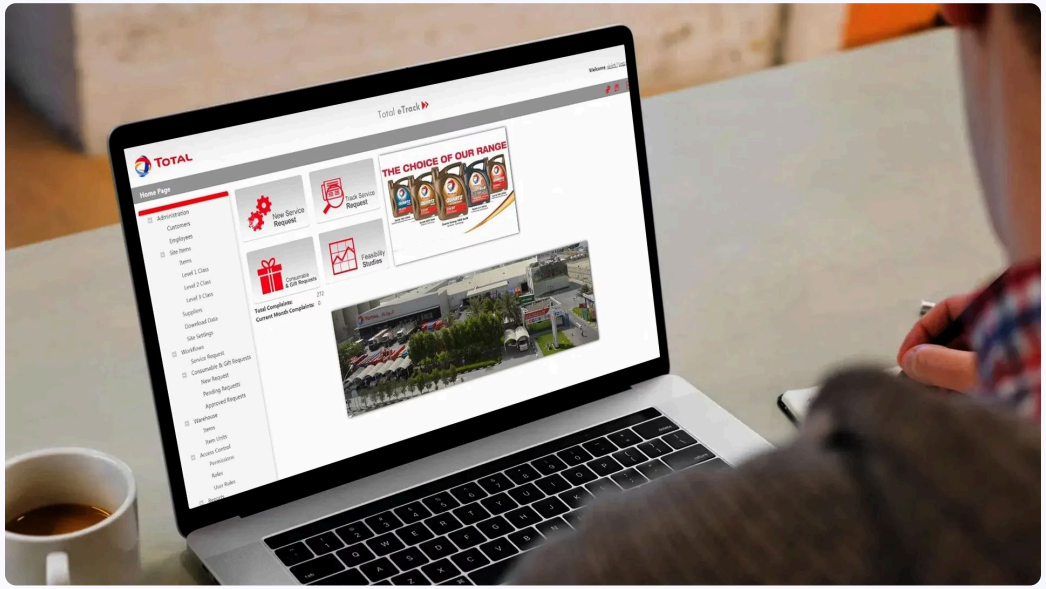


The platform evolved into a comprehensive business operations tool, connecting marketing, operations and logistics teams through a single source of truth.

Implementation Journey

1

Discovery & Analysis

Centric team mapped existing processes, identified pain points and gathered stakeholder requirements across Total's franchise network.

2

Platform Development

Custom solution built with role-based access control, complex warranty tracking algorithms and intuitive interfaces for all user types.

3

Data Migration

Comprehensive import of equipment records, historical service data and warranty information from legacy systems and manual records.

4

Phased Rollout

Strategic implementation across franchisee network with targeted training programmes and supplier onboarding sessions.

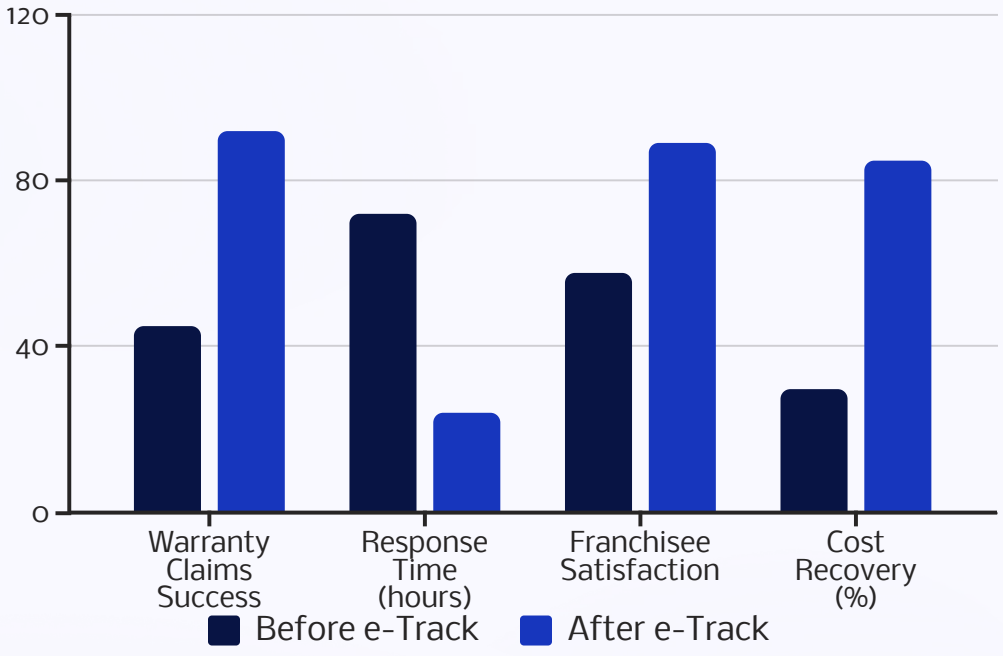
5

Continuous Improvement

Ongoing refinement based on user feedback and performance metrics, with regular feature enhancements.

Explore Our Digital Transformation Services!

Measurable Results



Award-Winning Innovation

Total e-Track won Total's Global Innovation Award, recognised for elevating service operations and delivering direct cost savings.

By tracking warranty rights down to component level and empowering every stakeholder with the data they need, Total e-Track restored trust and accountability across the franchise network and supplier ecosystem.

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Key Takeaways & Future Outlook

Precision Asset Management Delivers ROI

The granular approach to warranty tracking delivered £2M+ in documented savings by holding suppliers accountable and preventing unnecessary expenditure.

Transparency Builds Trust

Shared visibility across stakeholders restored confidence in the service network, with franchisees finally feeling supported as SLAs with suppliers are consistently met.

Digital Transformation Enables Scale

The successful deployment across 200+ franchisees demonstrates how digital tools can solve complex operational challenges in distributed business models.

Future Expansion

Total is now exploring expanding e-Track to additional regions and integrating predictive maintenance capabilities using IoT sensors and machine learning algorithms.

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Partner with Centric for Digital Excellence

Centric is a leading Digital Transformation Agency specializing in innovative solutions for the Oil & Gas sector. We partner with companies like Total to drive efficiency, enhance operations, and deliver measurable results.

Ready to transform your business?

Visit Our Website Now!

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