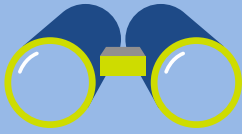


THE OPPORTUNITY



Founded in 2011, Tri Star Energy strives to be the premier convenience retailer in the mid-south by providing a differentiated food and fuel experience that not only excites guests, but entices them to make a stop in not just one part of their daily routine, but two.

Currently, Tri Star Energy is a family of four brands: Twice Daily, Hightail, Sudden Service, and White Bison.

THE STRATEGY



Always looking to grow and improve, Tri Star Energy was looking to digitize their hourly employee new hire program. The current pandemic environment, along with the costs incurred from in-person training have uncovered the need for a more cost-effective and user-friendly blended modality.

Their main concern was empowering the learner to own their development, but to not lose the culture touchpoint that was a signature piece of their instructor-led class.

THE RESULT



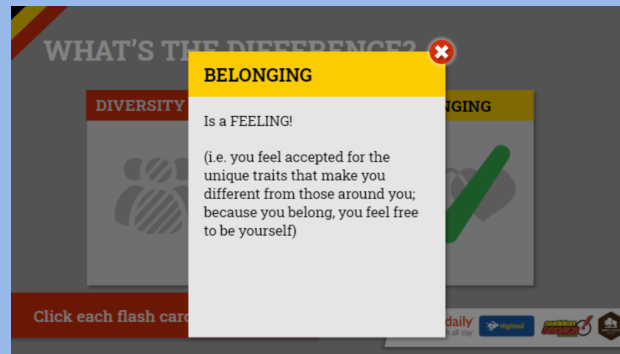
The move from in-person instruction to an blended learning environment is a scary, but exciting one.

With GEM's help, Tri Star now has a suite of 13 new eLearning modules and a sparkly brand new Learning Management System (LMS) with which to deploy them.

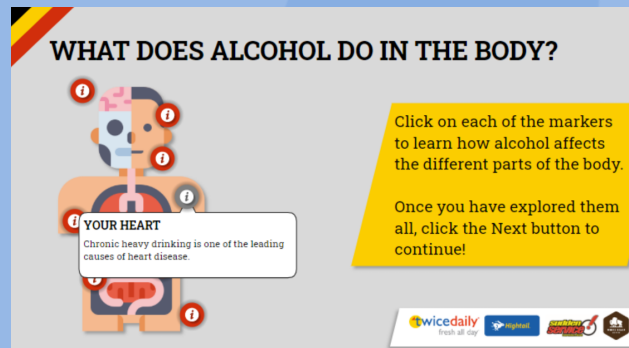
Through the use of custom-made scenarios, branded learning games, and in-person certifications, Tri Star learners now have full power of their development cadence. All served up with a little fun!



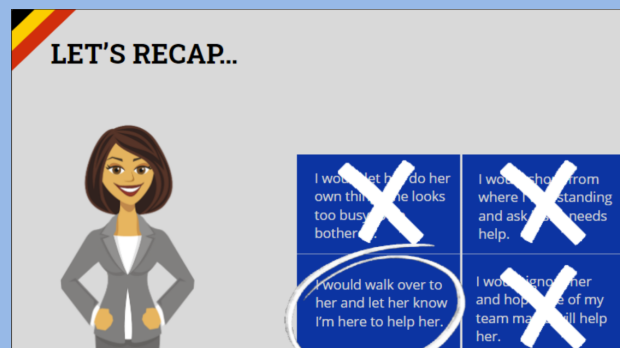
Custom-branded materials



Crucial topics like Diversity, Inclusion, & Belonging



Engaging, self-paced learning



Practice scenarios