



October 14, 2022

Hello Store Managers and Senior Assistant Managers,

As we continue to Accelerate Our Inviting, Easy, and Safe Strategy and improve the Customer Experience through our activation of the DTMS guardrails, we're excited to announce that starting **Tuesday, October 18**, your store will begin using the new Call Center Operating System and Call Bot.

What you need to know

- **Starting Tuesday**, when a customer calls your store, the Call Center Operating System will answer the phone call using an automated Call Bot to understand how we can best assist each customer.
- Based on the needs of the customer, the Call Bot will forward the call to the Call Center or your store. This is intended to help reduce the number of calls to your store from customers who can be helped by Call Center employees and align to the **What We Do** guardrail by understanding the True Needs of Our Customers and providing them with a convenient, Unexpected Experience.
- If a Call Center employee determines a customer needs help at your store during their interaction, they will add the customer to your Waitlist. These customers should be called back in the order they are displayed in the Waitlist.

IMPORTANT: Moving forward, if the phone rings at your store, it is already determined that the customer needs to be helped by a Trusted Expert at your store. **Phone calls to your store should be answered immediately and the Earn the Visit Best Practices should be followed.**

- To help ensure incoming customer calls can be accessed in the order they are received, Line 4 should be the only line used for outgoing or store-to-store phone calls. Store-to-store phone calls should be dialed using the 5-digit extension, instead of the full 10-digit number.
- More information on the Call Bot can be found within the FAQs document on the [Earn the Visit Leadership Responsibilities page](#), or by clicking the following link: [Customer Engagement Center FAQs](#).

Our ask of you

Senior Assistant Managers:

- Please share this information with your people so they are aware of the Call Bot and changes to incoming phone calls to your store.
- Continue to utilize your Waitlist to help Our Customers and keep a close eye on customers being added as a call back from the Call Center.

- When you call Waitlist customers back, please continue to demonstrate **Who We Are** and **What We Do** by executing on [Earn the Visit](#) during your call to help them schedule an appointment and invite them to your store.
- Be prepared to answer your store phone when it rings to avoid any missed calls from Our Customers.

NOTE: We understand neighboring stores may want to call your store to experience the automated Call Bot. These incoming calls may affect the data for the total number of incoming calls, and there is a fee associated with each call the Call Bot answers. To help us Manage Expenses and accurately **Assess Our Gauges**, please inform these stores of this information if you become aware of their incoming test calls. Additional information will be provided to all stores soon so they can hear the Call Bot.

- You are some of the first stores to use the Call Center Operating System and Call Bot. Your open and honest feedback is needed to help us make improvements to ensure we can **Set Up the WIN** for Our People and Our Customers

If you have any questions, or to provide feedback, please contact Drew.Ritchlin@discounttire.com.

For all technical issues, please contact the Service Desk.

Thank you for striving to be the BEST!