



	Manager	Senior	Marketing	Workflow	5S
Low Prices, More Choices	<p>Do we listen to concerns and look for solutions?</p> <p>Do we empower our people to stand behind our low price promise?</p> <p>Do we currently use all the tools available to us to make the best recommendations to our customers?</p>	<p>Do we empower our customers to do business with us however works best for them?</p> <p>Do Our People use all the tools available to make the best and safest recommendation?</p>	<p>Do we have products Our Customers want when they want them?</p> <p>Do we provide Our Customers more payment options by offering Discount Tire financing to every customer every time?</p> <p>Do we perform receiving and inventory tasks correctly and accurately, every time?</p>	<p>Do our people execute inspection Best Practices to ensure our customers are empowered with correct information?</p>	<p>Do we perform receiving and inventory tasks correctly and accurately, every time?</p>
Trusted Experts	<p>Do we recruit, hire, train, & retain the right people?</p> <p>Do we build trust by providing an Inviting Easy, & Safe environment for techs to learn and grow in?</p> <p>Do we schedule the right people in the right roles at the right time?</p> <p>Do we model positive actions and behaviors to gain their trust and improve execution?</p> <p>Are we planning for and investing time for our mentors to coach their mentees?</p>	<p>Do we have a culture that supports safety & quality first in an on-time experience?</p> <p>Are we executing on the Customer Experience Strategy?</p> <p>Do we build a relationship with Our Customers under the umbrella of safety?</p> <p>Do we collect and enter accurate data from the vehicle and ask for email addresses from Our Customers?</p> <p>Do Our People tie nuggets gained from the customer in Phase 1 to the Treadwell Personas for their recommendations?</p> <p>Do we understand our customer's true needs and do the right thing for the customer every time?</p> <p>Do we offer expert advice in their best and safest interest?</p>	<p>Do we understand adjustment conditions to empower our customers and support hassle-free after service support?</p> <p>Do we make weekly commitments to coach apprentice techs and recognize great performance?</p>	<p>Do we provide the highest quality service work?</p> <p>Are we investing time to train and coach crew chiefs and service coordinators?</p> <p>Do we stay current on emerging changes in vehicles and service best practices (TPMS, raising vehicles, etc.)?</p> <p>Do our Service Coordinators stay in position to observe safety & quality first in an on-time experience?</p>	<p>Do we make weekly commitments to coach service techs and recognize great performance?</p> <p>Do we build trust by providing an Inviting, Easy, & Safe environment for techs to learn and grow in?</p> <p>Do all our people contribute to a 5s environment through our visual standards?</p>

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Can Do Attitude	<p>Do we have a culture that supports high standards and expectations, and employees who are passionate about having fun?</p> <p>Do we coach and reward employees for caring and doing the right thing for Our Customers?</p> <p>Are we early adopters of changes that come to our business?</p>	<p>Do we coach Our People to show how much they care for Our Customers?</p> <p>Do we understand and meet the customer's immediate needs over the phone?</p> <p>Do we care about doing the right thing and empowering Our Customers to make the best decision?</p>	<p>Do our people know and share information around promotions and rebates to empower our customers?</p> <p>Do we offer the Discount Tire card to every customer, every time?</p>	<p>Do we do things right and with a sense of urgency?</p> <p>Are we ensuring the right trained help for air checks and following Best Practices?</p> <p>Do we work safely and share in each other's success?</p>	<p>Do we keep a clean store with free services and hassle-free after service support?</p>
Unexpected Experience	<p>Are we treating Our People how we want to be treated?</p> <p>Are we providing Our People with a sense of purpose and belonging?</p> <p>Do we listen to understand and meet the immediate and true needs of Our People?</p>	<p>Have we set high expectations for ETV execution? - What is our plan to answer the phone within 3 rings?</p> <p>Do we greet our customers as soon as they arrive, and set expectations for the visit by providing them with their options?</p> <p>Do we give our customers an honest service window so they can better plan their day?</p>	<p>Do we communicate with and plan for appointment customers and BOPIS customers?</p> <p>Do we provide a clean, organized, comfortable lounge experience for our customers that choose to wait for service?</p>	<p>Do we keep the right people in the right positions to properly execute workflow?</p> <p>Do we deliver world class benedictions that engage our customers and ensure they confidently refer family and friends?</p> <p>Do we see the service experience through the customer's eyes (Inviting, Easy, and Safe)?</p>	<p>Do we provide a clean / organized environment for customers to want to do business in?</p> <p>Do we see the store and experience through the customer's eyes (Inviting, Easy, and Safe)?</p>