



## Hands-On with Treadwell



**Intent:** To understand the online Treadwell customer experience.

<b>Audience</b>	Sales Apprentice and above
<b>Schedule</b>	Add time for this talk into your schedule. This talk should take approximately 15 minutes.
<b>Prepare</b>	A day ahead: 1) Print and review this talk. 2) Review the Treadwell customer experience on the <a href="#">website</a> . Review the <a href="#">Web Customers Best Practice</a> . 3) Identify specific opportunities for your store and recent examples that may apply. 4) Plan how you will follow up to ensure performance improvement.
<b>Follow up</b>	Ensure that all team members have used Treadwell and are comfortable navigating the customer online experience.

### Demoing the Treadwell Online Experience

**Ask:** What percentage of customers go online, do research, and shop before they visit our store?

*(let everyone share their opinion)*

**Explain:** 9 out of 10 customers (90%) have an online experience to do research and shop for product prior to visiting our stores. Many customers will also have had the opportunity to use Treadwell before they come into the store. To ensure you understand a customer's journey through Treadwell, it is imperative that we experience for ourselves what our customers experience on our website.

**Do:** Get hands-on. Using multiple devices (PC, tablet, phone), visit [tires.com](#). Notice the "Get Started with Treadwell" button? How about entering the Treadwell flow when shopping for tires by your vehicle? Have your team come up with different scenarios, such as a customer wants the number one recommendation but it's not in stock, or the customer needs tires today. What does that conversation sound like? Remember, we are learning something new so keep it fun!

### Answers

**Question 1:** What information does Treadwell ask you to input and what are the driving priorities you must order?

- Vehicle info, zip code, miles driven per year
- Life of Tire, Comfort & Noise, Handling, Stopping Distance

**Question 2:** What's different about the way product availability is shown to the customer in Treadwell online?

- It shows what's available at your store and estimated lead times for what's available through secondary supply programs and manufacturer direct.
- It is consistent with what we show customers online with all product we offer.
- We offer ways to filter to see all product.

**Question 3:** What did you learn from the online Treadwell customer experience?

- Open discussion, answers will vary

### Call to Action:

- 1) Ask participants to log into the LMS and complete the acknowledgment for this talk.
- 2) Explain how you will support this and why you expect this to improve Customer Delight
- 3) Ask if anyone has questions. If there are questions or concerns you cannot answer, notify the Store Manager.