

# THE CUSTOMER EXPERIENCE

## DEEPER UNDERSTANDING

“Our First Consideration is the Safety of the Customer”

### 1

BUILDING THE  
RELATIONSHIP

Show the  
customer  
you care

#### Build a Relationship to Earn Trust – Make it Inviting

Build a relationship under the umbrella of safety with your customer by being welcoming and friendly when you greet them:

- Show you care.
- Introduce yourself and ask the customer's name.
- Make eye contact and listen carefully to understand their true needs.
- Be genuine, sincere, humble, and polite. “Be Bruce-Like”.

#### Engage Customers

Listen carefully to identify customers who have already started on their journey with us, whether it is online, through fleet, or over the phone.

- Let them tell you about their experience.
- Continue to build upon the relationship they have started.
- Ask open-ended questions to identify immediate and true needs.
- If customers have already selected product, ask them if they have any questions. Respect and support their choice. Capture the data needed to validate fitment, keep them safe, and provide value, and finalize the transaction.
- **Ask about additional needs, such as wheels, wiper blades, or a replacement spare.**

#### Driving Priorities

For customers just starting their journey with us, ask questions to learn more about them and their driving priorities and what is important to them.

Learn what your customer cares most about now, so later you can use Treadwell to shape your safety conversation with them.

Priority	Explanation
Stopping Distance:	The distance it takes for a vehicle to stop on wet or dry surfaces.
Life of Tire:	The estimated number of miles a tire can be driven before it wears down to 2/32s of an inch. The actual mileage a customer gets can be higher or lower depending on the type of vehicle, driving style, geography, tire maintenance habits, road and weather conditions, etc.
Handling:	The ability of a tire to respond well to a change in direction. Handling tests are specifically designed to simulate typical driving such as straight ahead cruising, on/off ramps, lane changes and emergency maneuvers.
Comfort:	The ability of a tire to absorb road roughness and imperfections. Comfort tests and road surfaces are chosen specifically to simulate normal everyday driving such as broken pavement, lane dividers, and railroad tracks.
Noise:	The tire's overall noise level. Noise is evaluated on both smooth and coarse surfaces to accommodate different road surfaces.

*Continued on next page*

Continued from previous page

# 1

**BUILDING THE  
RELATIONSHIP****Show the  
customer  
you care****Personas**

After you have learned your customer's driving priorities, determine which driving persona matches them best.

When working with a customer in Treadwell, selecting a Persona will automatically arrange the four driving priorities based on how the customer uses their vehicle. This streamlines the experience, while making the conversation with the customer about how they use their vehicle more relatable.

The order of the four driving priorities for each Persona are as follows:

Persona	Driving Priorities	
Rural/City	<b>Everyday</b>	Stopping Distance, Life of Tire, Handling, Comfort and Noise
Highway	<b>Everyday</b>	Life of Tire, Stopping Distance, Handling, Comfort and Noise
Response and Control	<b>Performance</b>	Handling, Stopping Distance, Comfort and Noise, Life of Tire

**Look for Connections to Safety**

For example, is there a car seat, or are there family members accompanying the driver? Everyone wants to protect themselves and keep their family safe.

- Ask your customer questions about how safe they feel with their current tires. For example:

***"How safe do/did these tires make you feel?"***

***"Do they stop and handle the way you want?"***

Encourage your customer to share a personal experience that you can tie to stopping distance, handling, comfort and noise, or tire life.

**Learn about your Customer and their Vehicle**

Listen to what the customer is saying. Learn what is important to them.

- Likes and dislikes of the existing tire(s); past experiences
- High mileage, long commute, longevity, durability
- Driving conditions and vehicle use
- Personal preferences such as brand and appearance

While learning about your customer, perform a thorough **Visit the Vehicle** inspection to ensure you understand the customer's true needs.

**Safety Needs:** Assess the condition of the **wiper blades**, wheels, and the spare tire for safety issues. **Ask about a need for wiper blades.**

**Emotional Needs:** Customers may have an emotional need to replace their wheels in order to improve appearance or handling characteristics of their vehicle.

**2**EMPOWER THE  
CUSTOMER**Find out  
how you  
can help****“May I make a  
recommendation  
?”****Empower the Customer – Make it Easy**

After you have gathered the information you need about your customer and their vehicle, you are ready to educate and empower them with the information they need to make an informed and safe decision if they have not already selected product using the tools, e.g. Treadwell, Highest Rated, on our website.

Share what you have learned about your customer's tires and how their current condition may affect their safety.

- Keep it simple so that your customer feels empowered and not confused by tire-speak.
- Keep your customer safe by recommending tires at 4/32 and/or 6 years every time.
- Use the Know Your Numbers board to educate and empower your customer to understand their true needs.
- Educate your customer on the condition and age of their tires as it relates to Stopping Distance, Handling, Comfort and Noise. Explain how tread wear impacts braking distance, and age causes rubber to become more brittle and lose strength.
- Please use your personality!

**Tires**

Inform your customer if they need to replace any tires. If their tires are in the yellow (mid to minimum tread depth), or if they are in the red (minimum or less tread depth), then confidently ask for permission to make a recommendation.

Empower your customers by asking them for permission before making a recommendation. Your customer will let you know if they are ready to listen to your recommendation or if they need more time or information.

If your customer does not need tires, let them know, and educate them on how much tread life is remaining. Encourage them to continue to stop by for regular maintenance and inspections until the need for new tires arises.

**Wheels**

Be prepared to make a recommendation to meet your customer's emotional or safety needs for wheels. Based on what is important to your customer, consider what questions you might ask to see if aftermarket wheels would meet a safety or emotional need.

**Wiper Blades**

If wiper blades are more than 12 months old or are showing wear, recommend replacement, and let your customer know that your service team can take care of this at the same time.



### Personalize Your Recommendation – Make it Safe

Now you have earned the right to make a recommendation that is personalized for your customer's unique needs and situation and help keep them safe. Your recommendation (with certificates) ensures that the products/services you recommend align with your customer's true (safety) needs.

#### Treadwell

##### Help

**"What do you think?"**

**"Your safety is our greatest concern.  
What can I/we do to keep you safe today?"**

Go through Treadwell together with your customer. If your customer has not already used Treadwell online to select a product, use Treadwell from the POS to personalize your recommendation. Treadwell helps you and your customer make a safe choice together and supports you as a Trusted Expert.

Use Treadwell to empower your customers about safety and their true needs, instead of focusing on the standard "price and mileage". As a result, your customers are more likely to purchase more and better tires.

After making the recommendation, you can ask, "What do you think?"

When you ask this question, you are empowering your customer and acknowledging that this is their decision to make. If the customer agrees with your recommendation, close the sale.

#### Customer objections

Some customers will be unwilling or unable to purchase the tires or wheels being recommended. If the customer raises an objection, take the time to listen with empathy and create "Peace of Mind" by providing the right solutions with a safety mindset, using the tools you have been empowered with to keep them safe.

Offer another recommendation that addresses the objection:

Objection	Solutions
Price	<ul style="list-style-type: none"> <li>Share current promotions and rebates.</li> <li>Offer Discount Tire Card, or secondary financing options.</li> <li>Offer a trade-in or a deal (smart deviation) if that is what's needed to keep them safe.</li> </ul>
Lack of value	<ul style="list-style-type: none"> <li>Share benefits and free services of Discount Tire.</li> <li>Compare and contrast using Treadwell.</li> <li>Help customers shop the competition when they indicate that is what they intend to do. Let them know we will beat any competitor's price.</li> <li>Honor all "Found it Lower" requests.</li> </ul>
No time	<ul style="list-style-type: none"> <li>Offer appointments.</li> <li>Work them into the bay.</li> </ul>
Product availability	<ul style="list-style-type: none"> <li>Substitute product.</li> <li>Special order.</li> </ul>
Failed to build trust	<ul style="list-style-type: none"> <li>Hand off customer to another Trusted Expert.</li> </ul>

*Continued on next page*

*Continued from previous page*



This allows the customer to choose the best and safest product that meets their needs and budget. If your customer is still unsure of what to do, get the manager or senior involved. Sometimes the customer simply needs to have a recommendation reinforced by another person.

After the customer has made an empowered decision, inform them of the value of the service being done, quote an accurate **Promise Time** and options if the customer cannot wait. Set an expectation that you will keep them updated on the progress of their vehicle in the queue (Pre-Benediction) and to expect a notification when service is completed (Text When Done).

Your relationship with your customer does not end when the transaction is finalized. Other Discount Tire people may work with them, but you are accountable to the relationship until your customer leaves fully empowered and with peace of mind.

***"Our First Consideration is the Safety of the Customer" – B. T. Halle***

---