

THE CUSTOMER EXPERIENCE

Trusted Expert

"Our First Consideration is the Safety of the Customer"

What does it mean to be a Trusted Expert?

Trusted Experts are well trained and believe in what they do.

By **engaging** customers to learn about their emotional and safety needs, they offer expert advice that is in the best and safest interest of their customer.

- **To be Trusted** is to embody the culture and principles of DISCOUNT TIRE (IOOGA), by providing Peace of Mind to our customers..
- **To be an Expert** is to have a deep knowledge and understanding of all our services and products (tires, wheels, **wiper blades**, and accessories), and how they best meet the needs of the customer.

Profile of Trusted Experts

Trusted Experts are genuine, empathetic, and knowledgeable. They are humble people who consistently demonstrate a **servant's heart** by putting the needs of their customer before their own.

- They are always welcoming and friendly. (*25-foot rule*)
- They identify customers who have already started on their journey with us, whether it is online, through fleet, or over the phone, and adjust appropriately to provide a seamless customer experience.
- They take the time to learn and understand their customer's true needs (products or service).
- They consider both the safety needs and emotional needs of the customer.
- They **Care for and Cultivate** their customers by educating them on the current condition of their tires, wheels and **wiper blades** before making recommendations.
- They are humble and willing to ask for help.

Mission of Trusted Experts

Trusted Experts empower their customer with the right amount of information and do everything within their power to ensure that their customer leaves in the safest condition possible.

This is how we create "**Peace of Mind**".

Supporting Trusted Experts

Managers surround themselves with people who have flawless **integrity**.

- They create a work environment centered on **The Dream**, so that everyone feels **empowered** and executes the Customer Experience Strategy at the highest level possible.

Managers are very clear and persistent in their expectations.

- They expect **consistent execution** of our Brand Dimensions and Best Practices in order to achieve results.

Managers front load **accountability** by demonstrating the actions and behaviors they expect from their people.

- First, they **teach** to set the expectation.
- Next, they **model** to demonstrate the expectation.
- Then, they ask the employee to model it while they **observe** and **provide feedback** to check that the employee understands the expectation.
- Finally, they follow up regularly to ensure that their people continue to execute on the expectation.

Trusted Experts vs. Sales People

Sales People:

- Are only concerned about themselves and making the sale.

Trusted Experts:

- Identify where the customer is on their journey with us and adjust appropriately to provide a seamless customer experience.
- Gather all the accurate data from the vehicle and the customer.
- Care about understanding their **customer's true needs, including both safety and emotional needs**, and meeting those needs.
- Educate and empower their customer to choose the best and safest product for their needs and budget.
- Have a safety mindset and live under the umbrella of safety.
- **Always** provide solutions and overcome any objection by using the tools they have been empowered with to keep customers safe and are not afraid to ask for help.
- **Take responsibility for the customer relationship from the moment the customer arrives until the customer leaves the store fully empowered.**
- Back our products and services with hassle free warranties.
- Follow all Best Practices every time.