

THE CUSTOMER EXPERIENCE

TRUE NEEDS

PEACE OF MIND



*“What do you think?”
LISTEN!*

SAFETY MINDSET



“How safe did/do these tires make you feel?”

1 BUILDING THE RELATIONSHIP 3 PHASE CUSTOMER EXPERIENCE STRATEGY

3

PERSONALIZING YOUR RECOMMENDATIONS

EXPERT



“May I make a recommendation?”

2

EMPOWER THE CUSTOMER

TRUSTED