

# THE CUSTOMER EXPERIENCE

TRUE NEEDS

1

**BUILDING THE  
RELATIONSHIP**

**SAFETY  
MINDSET**



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

**PEACE OF  
MIND**



*"What do you think?"  
LISTEN!"*

**3  
PHASE  
CUSTOMER  
EXPERIENCE  
STRATEGY**

3

**PERSONALIZING YOUR  
RECOMMENDATIONS**

**EXPERT**



*"May I make a  
recommendation?"*

2

**EMPOWER THE  
CUSTOMER**

**TRUSTED**