Treadwell Personas and Priorities

Introduction

This document explains what Treadwell Personas are and how to use them while helping customers.

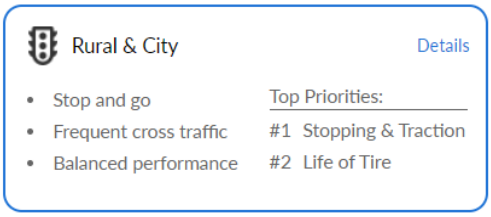
NOTE: This is the web flow to get to Personas through tires.com. When accessing Treadwell through the POS, all necessary vehicle information is already present. All you have to do is choose a Persona or manually arrange the driving priorities.

Overview

Personas are the most commonly used arrangements of the four driving priorities to simplify and reduce steps taken to display tire recommendations.

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.

There are three Personas in Treadwell:

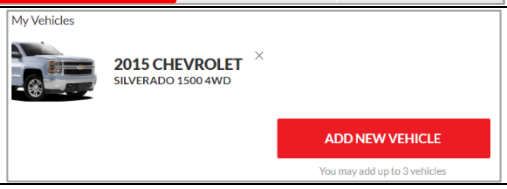


The driver setting and order of the four driving priorities for each Persona are as follows:

- **Rural & City** –Stopping & Traction, Life of Tire, Steering Precision, Comfort & Noise
- **Highway** –Life of Tire, Stopping & Traction, Steering Precision, Comfort and Noise
- **Response & Control** –Steering Precision, Stopping & Traction, Comfort and Noise, Life of Tire

How to Use

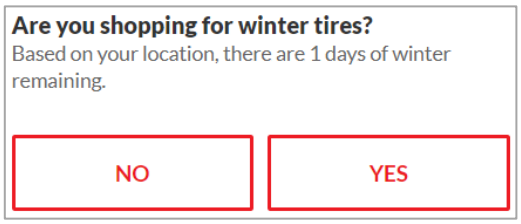
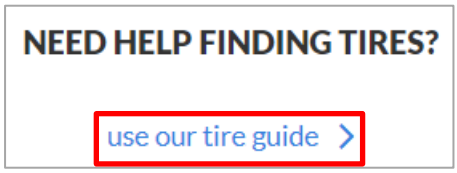
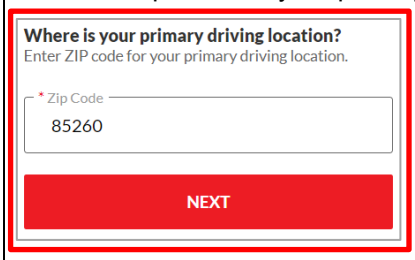
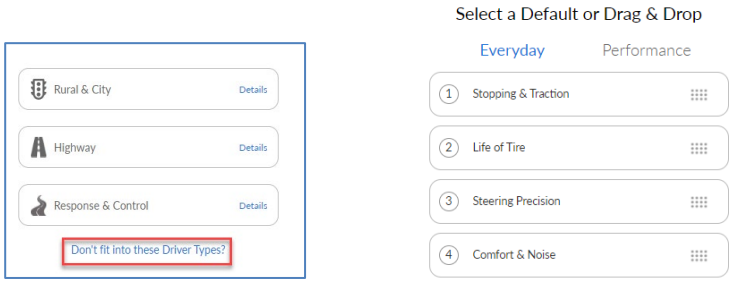
Follow these steps to access and use Personas in Treadwell:

Step	Action
1	Select **SHOP BY VEHICLE**.
2	Select the vehicle you are shopping for or add a new vehicle if necessary. 

Continued on Next Page…

© 2020 The Reinalt-Thomas Corporation

…Continued from Previous Page

3	Select **TIRES**.
4	Select **NO** or **YES** when asked if you are shopping for winter tires. 
5	Click **use our tire guide** under the **NEED HELP FINDING TIRES?** option. 
6	Enter the zip code for your primary driving location and click **NEXT**. 
7	Select one of the three Personas based on your discussion with the customer, then click **OUR RECOMMENDED RESULTS**. If you learn a customer has different priorities than the default personas, manually arrange these 4 priorities to personalize recommendations for the customer by clicking **Don't fit into these Driver Types?** 

© 2020 The Reinalt-Thomas Corporation

Identifying a Customer's Persona

Identifying a customer's Persona involves asking questions. Ask open-ended questions, which lead to the customer sharing more information in their answers aside from a simple "yes" or "no." Some examples of questions you can ask include:

- What kind of driving do you normally do?
- How long are your day-to-day commutes?
- What is important to you in a tire?
- What are some things you like and dislike about your current tires?
- What type of driver are you?
- What else can you tell me?
    - Some employees follow up with, "Tell me more."

Remember, these are examples. Ensure you listen to the customer's answers carefully, and ask follow-up questions based on those answers. Asking questions and actively listening to the customer are the best ways to figure out what Persona they are, which will help you make a personalized recommendation that best fits their needs.

Driving Priorities

If you decide to manually arrange a customer's driving priorities, those priorities are:

- **Stopping & Traction** – 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.
- **Steering Precision** –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 and Noise** – Comfort is 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 is the tire's overall noise level. Noise is evaluated on both smooth and coarse surfaces to accommodate different road surfaces.

Contact

If you have any questions or concerns, contact the Service Desk at support@discounttire.com or 1-800-366-4399.

© 2020 The Reinalt-Thomas Corporation