

## Customer Engagement Center FAQ

### What is the Customer Engagement Center (CEC)?

- National Call Centers (AZ, NM, GA)
- Live Chat
- Customer Care
- Found it Lower (FIL)
- Where's my Order (WISMO)
- DATA Team (Development of Artificial Intelligence, Technology and Analytics)
- Discount Tire Direct

### What is the intent of the National Call Center and DATA Team within the CEC?

The intent of the CEC is to create a better store experience for Our People and Our Customers by diverting a portion of phone calls normally routed to stores.

### Why are we doing this?

Our phone demand has increased annually over the past 10 years. Our People are unable to answer every phone call while caring for our in-person customers. In 2020, we had 3.3 million unanswered (abandoned) calls.

### How will this help my store?

Routing calls to the CEC enables our store team members to delight customers and provide an Inviting, Easy, and Safe experience. By minimizing inbound phone calls at the store, Trusted Experts can now better focus on delivering CES and PSE.

### How will we reduce inbound call volume to the stores?

We will be utilizing IVR (Interactive Voice Response) technology along with Our People at the CEC to execute and enhance ETV.

### How does the BOT work?

- The BOT will answer calls within three rings (reducing abandoned calls).
- The BOT will resolve the simple inquires, such as hours and locations, and allow customers to self-serve by texting a link to schedule appointments online.
- For product related inquiries, the BOT will use skills-based routing to escalate customers to the right person at the right time within one of the call center's specialty queues:
  - Passenger Touring
  - Truck/SUV/Trailer
  - Wheels and UHP

### What if a customer wants to speak to a real person?

Customers can be transferred to a live person at any time if they choose.

### Are any stores already using the new BOT technology?

As of 9/27/2022, 35 stores in the New Mexico and Georgia regions are helping pilot the BOT.

### When can my store use the BOT?

The roll-out plan will focus on stores in winter regions with high phone call abandon rates along with recommendations from the regional staff. More detailed information regarding the roll-out plan will be shared with regions and stores prior to being added to the program.

### What can my store do now to prepare?

- Begin/continue utilizing the waitlist as the CEC will use it for customers requesting a callback from store personnel.
- Using the 5-digit extensions for store-to-store/corporate-to-store calls will ensure you ring directly to the store and bypass the BOT.