

AUTO

Featuring: AMERICAN TIRE AND AUTO CARE

Demandforce Clear Choice for American Tire and Auto Care

Since 1993, American Tire and Auto Care's six locations have provided the best tire and automotive care available in the Central New Jersey area. Their loyal customers depend on American Tire and Auto Care's expert services for everything from flat tires and suspension adjustments to wheel alignments and brake repairs.

American Tire and Auto Care uses Demandforce Multi-Location to support online marketing communications across all of their stores. With Demandforce, they not only send company-wide campaigns and newsletters, but also track location-specific satisfaction levels and duplicate successful efforts across all sites.

Moving Beyond Print Mail

American Tire and Auto Care used postcard mailings with special offers and seasonal car tips to keep in touch with customers. Owners Steve Shanley and Rich Juntilla knew online marketing would be more efficient and effective to reach their customer base, but didn't know how to get started. "Email is far better than print mail for a number of reasons, but for us it's about consistency. When customers buy a house or change apartments, their email address doesn't change, but their mailing address does. By transitioning to email, we can stay in touch with customers even when they move," said Shanley.

"We evaluated a number of online marketing tools, but Demandforce was the clear choice. It had the features and functions we were looking for and, since they've been in the market a long time, they've worked out issues inherent in younger systems," said Shanley.

Ease of Use Expedites Adoption

The key to successfully implementing a marketing and communication tool across multiple locations is consistency and ease of use, because employee adoption is integral to a success. For American Tire and Auto Care, Demandforce's intuitive interface sped adoption rates and now all store managers and assistant managers use it as part of their daily routine. "Our managers were excited about Demandforce. Because it is so incredibly easy, they were able to start using it on a daily basis," said Shanley. "They use Demandforce to get a bird's eye view of how the shop is running as well as check feedback and confirm appointments."



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Excellent Service Reviews

American Tire and Auto Care has been able to use excellent customer reviews to quickly bolster its reputation online with Demandforce. An email is automatically sent to customers after a service asking them to submit a review. "Having customer reviews talk about our excellent service is invaluable," said Shanley. "With Demandforce, gathering online reviews and presenting them on our website and Facebook page is automatated. We can even show reviews by store, which is ideal for people who are narrowing down their search for a local shop."

Surveys Provide Productive Feedback

Demandforce's survey feature simplifies the process for soliciting and managing customer feedback by automating it after each appointment has concluded. "Customer surveys provide productive feedback that help managers identify issues, make improvements and get immediate feedback on services," said Shanley. "Our managers monitor all of the surveys very closely. In fact, we had one manager who saw a less than desirable survey come in while he was off, but he was able to contact the customer right away and remedy the situation. It saved a long-time customer."

Effective Customer Communications

Email campaigns and newsletters are only effective communication tools when they are well produced and sent out on a regular basis. Easy-to-use templates and tools expedite production and simplify distribution. "Our Thanksgiving email promotion was a great success. It was a last-minute idea that yielded unexpected results," said Shanley. "We sent out a special discount just before Thanksgiving and in the first two hours received more than 50 appointment requests. And, putting together the email and sending it out took only a few minutes. Forty appointments after a few minutes work is pretty impressive."

American Tire and Auto Care plans to continue to send email and newsletters to customers with offers as well as seasonal tips and advice. "We have created a marketing calendar for the year that maps out our monthly customer communications. While customers like getting information and offers, we want to be very careful about not over communicating and burning them out." "What's nice about Demandforce is we can schedule when these go out ahead of time so we don't overwhelm our customers, and can reach them the way they prefer – via email or text message."

Online Appointment Scheduling and Confirmation

When American Tire and Auto Care implemented Demandforce's online appointment request widget, they saw an immediate return reflected in an increase to its sales numbers. "Our customers really like the online appointment requests. We see customers getting in the habit of going to our website and Facebook page to schedule appointments. Each day 15 appointments are waiting in the queue. Plus, our customers tell us they love getting email and text reminders," said Shanley. "This is easy to see as more of our customers are keeping their appointments. We've seen a real difference in sales, especially these last two months."

Results Drive Recommendation

"At the end of the day, how many appointments we have in queue is the real indicator on how great an investment Demandforce is. It has more than exceeded our expectations for increasing appointments, not to mention improving our customer communications, our social profiles and our customer service. All in all, I would highly recommend Demandforce. It is easy to use and helps increase revenue. Everybody's happy. How often can you say that," concluded Shanley.