

TBC improves speed perception + customer loyalty with focus on front-line communication



Situation

For more than 65 years, TBC Corporation, one of North America's largest marketers of automotive tires, has prided itself on providing customers with quality products and services. However, the brand knew it was missing the mark on Time to Complete Service—their top driver of Overall Satisfaction but lowest-performing measure—with 1 in 4 customer complaints related to timing of service.

With most appointments requiring a predetermined service time, TBC was looking for ways to improve speed without compromising quality of work.



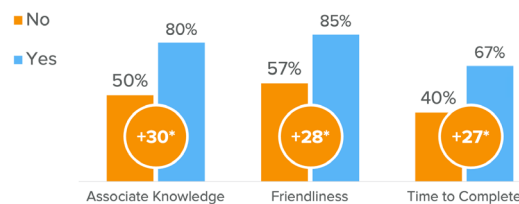
Insight

Location-level data showed perception of speed was most impacted when customers chose to wait with their vehicle and scores were lowest when customers scheduled an appointment online. TBC and its SMG team also analyzed ratings + reviews data to identify specific services that were causing issues.

Further analysis revealed providing customers with progress updates helped improve speed perception and positively impacted other associate-related metrics (i.e., Knowledge of Associates + Friendliness of Associates).

Providing customers with progress updates helped improve speed perception and positively impacted other associate-related metrics

Impact of Progress Updates on Satisfaction Measures



Action

01 | Implemented “Say Yes” initiative, focusing on better communication with customers + expansion of appointment offerings

02 | Emphasized need for associates to provide progress updates throughout appointments, especially to customers waiting in store

Results

+ **5** ppts

Overall Satisfaction

+ **5** ppts

5-Star Google ratings

+ **4** ppts

Time to Complete

+ **4** ppts

Progress Updates

+ **3** ppts

Likelihood to Return



This Top Partnership Insight was awarded to TBC Corporation in 2021