

Tiger Wheel & Tyre's **Automated** NPS-Rating Messages **Boost** Service Delivery Nationally

Overview

TiAuto Investments (Pty) Ltd, the holding group for Tiger Wheel & Tyre and TYRES & MORE®, is passionate about its customers and needed a way to automate customer satisfaction feedback. Now, they use Everlytic to automate NPS-rating emails and SMSs to customers for buying products or having their cars serviced at a service centre.

Since launching the NPS strategy automation, Tiger Wheel & Tyre and TYRES & MORE® have seen an increase in service delivery across their retail stores nationwide. This is thanks to boosted message engagement, richer analytics, and friendly reminders when the customer's vehicle is due for a tyre rotation or alignment.

Objectives

Tiger Wheel & Tyre and TYRES & MORE® wanted to create an advanced automated customer journey that would trigger emails and SMSs after a customer visits a service centre. Other objectives included:

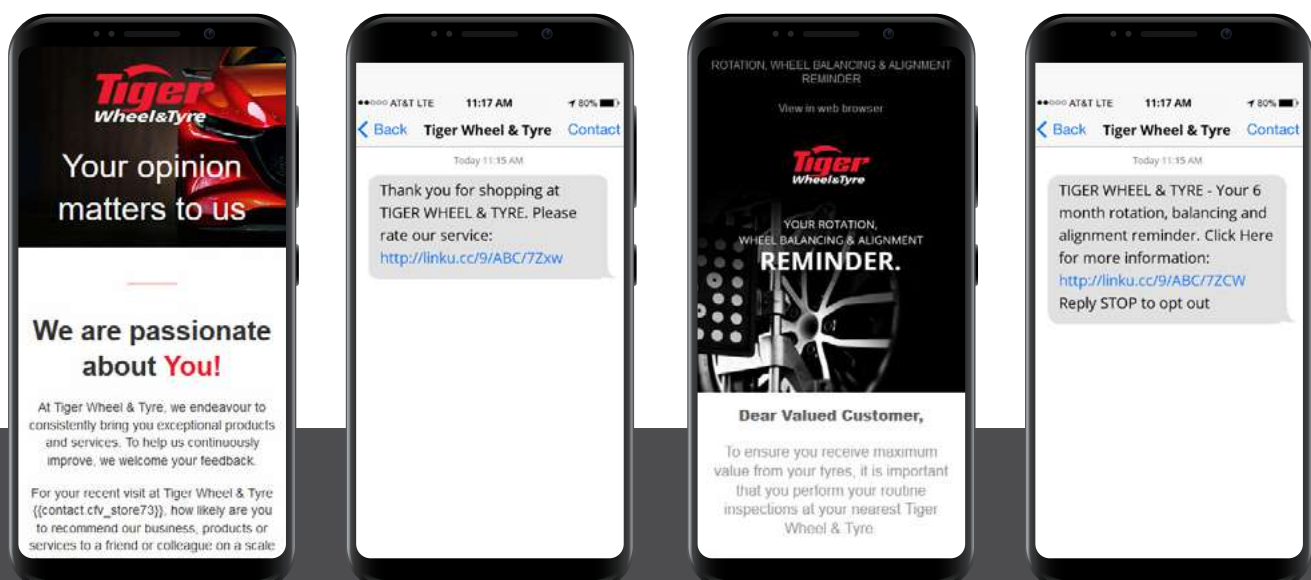
- Understanding customers to enhance their customer experience and upskill internal staff
- Using the personalisation feature to know exactly which centres were under performing
- Reminding customers to come back for rotation and alignment of tyres
- Understanding where they could improve
- Having one centralised point to track and report on

Execution

Tiger Wheel & Tyre and TYRES & MORE®'s NPS scoring strategy was created using an API integration between its CRM platform and Everlytic, which triggers an automated workflow.

It works like this:

After a customer visits a service centre, their data is pushed through the API to Everlytic. This data import triggers a four-message workflow that targets customers on their preferred channels, email and SMS, reminding them to submit their scoring and rate their service.



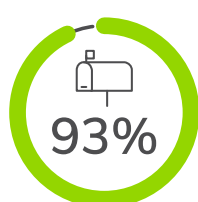
Everlytic's **Smart SMS** feature is also used in the distribution of SMSs, for enhanced engagement and a richer customer experience.

Annual and bi-annual wheel alignment, balancing, and rotation reminders are triggered too, reminding customers to book routine inspections at the customer's nearest Tiger Wheel & Tyre.

The Results

Before the automation strategy was implemented, both Tiger Wheel & Tyre and TYRES & MORE® saw less than a 1% response on the NPS. This resulted in massive inefficiencies due to the gap between service and feedback.

To date 273 825 Emails have been sent via the workflow. The stats on these are:



Delivered



Opened



Clicked

Our **2018 benchmarks** for the automotive industry is 21.76% on opens and 3.17% on clicks. This shows that TWT's email engagement was also much higher than the local average.

As for **SMS**, 176 557 messages have been sent via the workflow. The stats on these are also great, at:



Delivered



Clicked

"In retail, customer service feedback has the ability to fundamentally destroy your brand advocacy. That is why at TiAuto Investments, we set out to find a solution that allowed us to bridge the gap between customer experience, feedback, and follow-up with customers - in real time. Wilene and the team at Everlytic were incredible in assisting us with an advanced workflow automation solution, which has revolutionised how we approach our NPS process, enabling us to continue putting our customers first."

*"We get between **10%** and **11%** response rate and much higher open rates. The automated workflow has contributed to this substantially."*

– Frankie Coda, Digital Marketing Manager at TiAuto Investments (Pty) Ltd

Success Factors

Several factors have contributed to the success of the groups' automated messages. These include:

✓ API Integration & Automation

By **integrating TiAuto Investments' CRM platform with Everlytic**, the company can **trigger messages automatically** from their own system. This simplifies the process and ensures relevant messages are triggered seamlessly in real-time.

✓ Time Saving & Productivity

Everlytic saves Tiger Wheel & Tyre and TYRES & MORE® a substantial amount of time that it would have spent manually sending communications. Since launching the NPS strategy automation, it's seen an increase in service delivery across their centres, as the workflow drives and organically reminds customers about their wheel alignment, like a personal PA for their vehicles.

This NPS strategy allows the group to efficiently manage its customers, service centres, and staff, so it can maintain its competitive edge in the automotive industry.

✓ Tracked Engagement & Delivery

With the ability to track email and SMS engagement, the group is better able to analyse where they're falling short on service deliverability.

✓ In-Depth Analytics

Before Everlytic, TiAuto Investments was unable to see who had received, opened, or clicked on their emails and SMSs. These **in-depth analytics** helped them eliminate the gap between feedback, training, and knowing exactly which service centre needed to up their level of service.

✓ SMS to Email

Everlytic's **Smart SMS functionality** enables Tiger Wheel & Tyre and TYRES & MORE® to deliver rich, engaging content to customers to remind them to rate and / or come back for a tyre rotation and alignment.

Want to use automation to improve efficiencies, analytics, and service delivery across your business?

Everlytic can help.

[Get a Demo](#)

Learn more about automated communication in our free Advanced Communication Automation Guide.

In it, you'll learn about the three levels of advanced automation, see examples of how other businesses are doing it, and find out what to consider when compiling your own automation workflows.

[Get the Guide](#)