

Discount Tire

Reinventing the wheel on customer experience

Founded by Bruce T. Halle in 1960, the first Discount Tire store consisted of just six tires. The shop also lacked an air compressor, which meant Bruce had to continuously run across the street to fill the tires with air as he sold them. Nonetheless, Bruce had a clear vision and faith for his company and became a master at inventory turn. Discount Tire today is recognized as one of the leading tire stores in the country and is founded with this governing philosophy: "treat people with respect and fairness, care for those in need, always do what is right, work hard, be responsible, and have fun." With over 900 store locations in 31 states, Discount Tire's customer and employee focus is clearly working.

The Challenge

Discount Tire's top executives continuously stress, "we are in the business of people that just happens to sell tires." They know that everything they do directly impacts their customers, and their experience. As Mike Bolland, Director of Customer Insights explains, "Before working with FUEL CYCLE, Discount Tire like many organizations would send out surveys to customers after they had visited a store, but the results were very reactionary and only isolated to that visit." Moreover, they could only use the survey responses for certain aspects of company decision making, which meant they had to make many decisions without fully understanding their customers wants and needs. What Discount Tire needed was a tool that would create open dialogue with their key customers.

3000+

members

8

community driven
business impacts

10000+

survey responses

"When we were making a key decision on some assets we wanted to put in our stores, we turned right away to our "customer copilots" community and recieved true answers in the eyes of our customers."

The Solution

With the FUEL CYCLE platform, Mike and his team created a community called the “Discount Tire Customer Copilots.” The idea is that the customers are “driving” the company in service to themselves. Through the customer advisory board, they can provide their feedback on everything, from tire commercials to how handling promotions and rebates. There really is no end.

Recently, an in-depth survey was sent out to the community to try and collect data on how people measure tread depth, the response ended up surprising the tire experts and ultimately influenced the way researchers presented their business case out to executives.

The Conclusion

Over time, the community has helped support Discount Tire’s commitment to customercentric decision making. Julie Taylor, OmniChannel Assistant Manager explains, “I cannot imagine ever walking into a meeting without having feedback from our customers. It just makes the conversation so much easier, when we know exactly what our customers are thinking.”