

Chabill's Tire

About:

Chabill's Tire opened their first store in Morgan City, Louisiana in September 1968. Since then, Chabill's has continued to expand in order to meet customers' needs by opening 12 locations throughout Southern Louisiana. Today they are still growing and expanding to better serve their customers. Chabill's Tire Traxx offers a full line of competitively priced passenger, performance, and light truck tires from Michelin, BF Goodrich, Uniroyal, Goodyear and Cooper. They also offer a wide variety of automotive services.

Situation:

As a multiple location independent tire dealer and service center, Chabill's was in need of a graphical business software solution that enabled them to capture signatures at the counter and move towards a modern paperless environment in their ten stores.

They became an ASA Tire Systems customer through an acquisition in 1988 and have been operating an ASA solution for over twenty years. Chabill's wanted a product that would meet their changing needs and wanted to implement it as smooth as possible from their current *TireMax*[®] system.

Concerned with the learning curve for employee training, Chabill's Tire needed a system that would convert easily, train quickly, and enable them to stay in close contact with their customers during the transfer.

The strong relationship that comes with nearly two decades of experience with ASA Tire Systems didn't stop Chabill's from shopping around before choosing a solution. They considered all of the competition equally. They were looking for excellent service, unmatched product, trusted support, and comfortable pricing. The choice was clear.

Solution:

Chabill's Tire chose ASA Tire Systems *TreadX*[®] software. Beth Barron, Director of Business Development for Chabill's, said, *"I picked ASA because I enjoy working with the people in the organization and had a great trust in them that our conversion from TireMax to TreadX[®] would go as smoothly as possible. I also saw tools in TreadX[®] that would help us run our business more efficiently. And, I felt the price was right."*

Today, Chabill's uses ASA's *TreadX*[®] software at point of sale to capture signatures at the counter and facilitate their desired *"paperless environment"* as anticipated. *TreadX*[®] enables Chabill's to train new employees much more quickly because of its user-friendly graphical interface. Barron states, *"TreadX[®] has great selling tools and quoting tire prices has never been easier. The service reminders enable us to stay in close contact with our customers. Our store managers love how easy it is to put the service reminders right on the tickets."*

As an added benefit, *TreadX*[®] has helped to simplify and professionalize Chabill's daily operations. Barron mentions that, *"TreadX[®] is great! It has helped us to streamline our processes in our retail locations. It also has enabled us to present a clean looking laser invoice to our customers."*

With the multitude of advancements *TreadX*[®] offers over the standard *TireMax*[®] product, Chabill's Tire is well on their way to a more profitable future. *TreadX*[®] offers them more than just Point-of-Sale. In addition to the functionality Barron mentions, Chabill's now has a comprehensive product for inventory, accounting, dealer program tracking, parts and labor, "Good, Better, Best" quoting, instant access to tire images, specifications, and sales tips, a complete suite of eCommerce products and proven integrations with suppliers throughout the tire industry.

By doing their research, thoroughly comparing competitive products, and trusting a time tested relationship, Chabill's Tire is thrilled with the smart choice they made by converting their business software system to *TreadX*[®].

ASA Tire Systems

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