

Noyes Automotive & Tire

About:

Noyes Automotive and Tire is a seven-bay automobile repair facility located in Burlington, Vermont. A family owned business, Noyes Automotive and Tire started in 1916 primarily as a retreader, and at one time expanded to 18 stores throughout Maine, New Hampshire, and Vermont. Currently, the last Noyes Automotive and Tire in operation is still family owned; operated by Herbert Walker Noyes III. Known in the area as, "Your Dealer Alternative" and "Your Neighborhood Mechanic," Noyes' goal is to fulfill the needs of their customers by providing the best possible automobile repair services with their almost 100 years of knowledge in the tire business.

Situation:

Noyes Automotive and Tire operates a large warehouse with anywhere from 2000-5000 tires during the snow season, a New England tire dealer's busiest time. Noyes needed a way to control that. Inventory record keeping was a struggle, as was sales of all those tires from the front counter.

When a customer was at the counter ready to make a purchase, the Noyes sales person had to ask them to wait while they ran out to the warehouse and make sure the tires were in stock. For repair or warranty work, the sales person had to open a paper filing cabinet to access service-history records.

With nearly a century of experience in the tire industry, Noyes knew that their most valuable assets, in addition to employees, were their customers. Keeping a customer waiting while a sales person flipped through paper files, or walked a warehouse floor searching for tires, was no longer the way they wanted to do business. It was important to Noyes to continue the family tradition of excellent customer service, while changing with the times, and embracing new technology.

Noyes Automotive and Tire was ready to purchase a computer system. They wanted to streamline their inventory and sales procedure, and increase their profitability. As it says in their ads, "Noyes knows"; they know they are in the repair business, but they also know they are primarily in the customer service business; the computer system they chose needed to allow them to operate with that in mind.

Solution:

Noyes Tire and Automotive chose to purchase TireMaster. With this software, Noyes is able to move from the existing manual and labor-intensive paper process to a more modern computerized business management system.

TireMaster is one of the leading point-of-sale, accounting, and inventory management tools for the retail tire and automotive industry. With TireMaster, Noyes will have real-time inventory control that keeps up-to-the-minute information on exactly the type and quantity of parts and tires they have on hand. This will eliminate those trips to the warehouse while a valued customer waits at the counter.

The main reason Noyes chose TireMaster reflects their personal commitment to customer service. They shopped around and chose TireMaster because of the high quality service and support available. Moving from a paper environment to a computer system is a daunting task for any business. Not only did Noyes need to install the new system, they also needed to learn how to use it without sacrificing daily operations. Lori Berthiaume, vice president and controller at Noyes said, "It was a really hard year. It is the hardest thing to convert a manual paper system to a computer. However, it was worth it! I would say that our increase in sales this year has a lot to do with TireMaster."

For Berthiaume, "Being able to call the support team for any question is huge! In the first year, I called so much they knew who I was by the sound of my voice. They always get back to me with an answer; often teaching me new things TireMaster can do by suggesting different ways to complete a procedure. If I have made a mistake, they tell me how to do it a better way the next time."

TireMaster also offers Noyes accounts payable and receivable, "instant add-ons" to easily increase revenue, quick quotes that easily convert into invoices at POS, an integrated general ledger, and monthly reporting. Additionally, TireMaster offers Noyes the opportunity to streamline their procedures and increase their accuracy of billing.

When asked about doing business with the TireMaster system installed today, Berthiaume says, "I can not imagine our business without it! I would never go back to paper invoices, never!"

ASA Tire Systems

1.866.210.6717

info@asatire.com

615 Amherst Street

Nashua, NH 03063

www.asatire.com