



# Simon Tire

## About:

Simon Tire has been in business since 1914. Locally owned and operated, Simon Tire has been at the same location in downtown Des Moines, IA for three generations. They are a dealer for Goodyear, Michelin, Pirelli, Uniroyal, BF Goodrich, Cordovan, and Dunlop. Simon Tire also has a full service automotive repair shop performing under-hood service, front end alignment and repairs, brakes, tune-ups, engine repair, shocks, batteries and more. They have the latest tire installing and balancing equipment, highly trained technicians, and their full automotive service shop has the necessary diagnostic tools needed to service any auto or truck.

## Situation:

Simon Tire has been an ASA Tire Systems customer since 1989 using the *TirePro*<sup>®</sup> product. They pride themselves on giving their customers outstanding quality service with the extra care they have come to expect over Simon's long history in the area.

With a strong and satisfied customer base, Simon Tire found that they needed a program that would provide better marketing to their existing customers. Having worked very hard to obtain these customers, Simon Tire wanted to ensure that they remained customers for life.

Simon Tire's goal was to increase repeat business. Occasionally they sent reminder cards to their customers, but soon realized that a more structured and higher-tech system would certainly help to increase their profitability.

They were looking for something that would integrate easily with their *TirePro*<sup>®</sup> software and was backed by a proven support system; and they wanted a smooth transition to the new product.

Harry Simon knows the value of repeat business and customer loyalty, when it was time to make a purchase, he chose ASA. "We never considered anyone else, we've been with ASA since 1989," said Simon.

## Solution:

Simon Tire decided to upgrade from *TirePro*<sup>®</sup> to ASA Tire Systems' *TreadX*<sup>®</sup> product. With the new software, Simon Tire is able to improve their marketing efforts to bring in repeat business and sell new services.

When asked about the upgrade and installation process, Harry Simon, owner of Simon Tire, said, "The anticipation of transitioning was much more complicated than reality. The implementation was pleasant and we ended up doing it all over the phone. We have been using *TirePro*<sup>®</sup> since the late 80's; *TreadX*<sup>®</sup> was developed by the same product visionaries and the logic sequence of the two systems is very similar. We were concerned that it would be overwhelming and it was not. In fact, our counter sales staff took to *TreadX*<sup>®</sup> like ducks take to water"

Drawing from existing historical or customer data, *TreadX*<sup>®</sup> lets users target a specific customer base for direct marketing without entering list data. The system prints mailing labels for coupons, flyers, reminder cards, and promotional material. When used to its full potential, the business booster marketing system in *TreadX*<sup>®</sup> is a proven method of significantly increasing incoming revenue.

As a bonus, Simon Tire is looking forward to seeing additional cost savings by taking advantage of the laser form printing options in *TreadX*<sup>®</sup>. They will no longer have to incur the high cost associated with pre-printing and housing invoices; with *TreadX*<sup>®</sup> they will be able to do this in all in-house at a substantial savings right to the bottom line.

Today, as new users of *TreadX*<sup>®</sup>, Simon Tire is already seeing added sales at the counter - to the tune of approximately \$500 per month. But this is just the beginning; Simon Tire is looking forward to seeing even more increased repeat business both at the counter and as a result of their direct mail campaigns. They can now effortlessly remind customers of oil changes, tire service, and items that either wear out or require repeat maintenance, all based on point-of-sale history. They can also send future service cards to lure in new customers and promotional cards to advertise specials and offer incentives.



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