

Tire assessments in under 5 seconds with Anyline



Challenge

Paper-based process creates admin work for technicians and reduce time spent servicing vehicles



Solution

Instant capture of tire sidewall data using Anyline mobile tire scanner integrated on a Zebra device



Result

Digitized process provides enhanced understanding of customer needs, increased engagement and more regular service visits

About the Customer

Discount Tire is the world's largest independent retailer of tires and wheels, with almost 1,100 stores across the United States. Every day, thousands of Americans rely on Discount Tire to provide them the very best retail experience and ensure their tire needs are taken care of.



"We pride ourselves on delivering customers the highest quality tire service and products to help keep them safe on the road. Our new tire inspection solution is a game-changer for our people and will help further our assurance to our customers that we are taking care of their safety by providing the best possible service and most accurate tire readings."

Tom Williams,
CXO Discount Tire



Industry
Tire Retail



Company size
25,000+



Operating system
Android



Development platform
Xamarin

How it started

Discount Tire realized that not having easily accessible service and maintenance data was limiting opportunities to engage with customers.

When customers come to Discount Tire, technicians are responsible for recording the multi-digit tire identification number (TIN/DOT) from the sidewall of tires as part of their routine inspection service. This data is needed to receive notifications of tire recalls and ensure customer safety.

Technicians need to record each DOT code manually on their 'Visit the Vehicle' notepad. In most cases, the handwritten data is either given to the customers to take away from their visit or stapled to a customer invoice and archived.

Challenges

Inefficiency

Paper-based processes require technicians to manually record DOT numbers, which creates admin work and reduces time spent servicing vehicles.

Data Quality

Handwritten data is not captured in a database which makes accessing customer service history difficult and reduces the opportunity to make recommendations for future services.

Customer Engagement

Customers are often skeptical of tire service recommendations due to lack of transparency in the way that data is collected. Stores also struggle to engage with customers between visits. The lack of insights into customer service history causes missed revenue opportunities.

How Anyline helped

A real-time data capture solution
Using advanced machine learning, Anyline was able to work closely with Discount Tire to create a solution which scans the tire DOT number in real-time using a mobile device camera. This "industry first" tire scanning technology is trained to read, capture and digitize the low-contrast black DOT numbers on a black tire sidewall.

Easy integration on a dedicated device
Technicians are constantly moving from vehicle to vehicle, and Discount Tire needed a dedicated device that was up to the challenge of a rugged environment. By partnering with Anyline and Zebra Technologies, they were able to integrate the Anyline's platform agnostic SDK directly into their app on the Zebra TC75x mobile computer.

Focus on the service
Technicians are able to inspect tires through their digital 'visit the vehicle' system, where they can easily locate customer profiles. Using the tool's camera, technicians quickly scan the DOT number which updates the POS system in real-time. The reduced inspection time enables technicians to assist more customers, reduce wait times, and provide a more positive customer experience.

Customer confidence in digitally captured information
Technicians have access to captured scan data directly on their device, allowing them to easily share service details with customers on the spot and via email. Customers have more confidence in the digitally captured information, which builds trust and loyalty, and removes the transactional feel to tire purchases and services.

A more personal and best-in-class service experience
Discount Tire uses the digitally captured tire data to engage with customers between visits. By sharing insights with customers about their tires, Discount Tire can provide service reminders for tire recall notifications, tire rotations, air pressure checks and other special promotions.

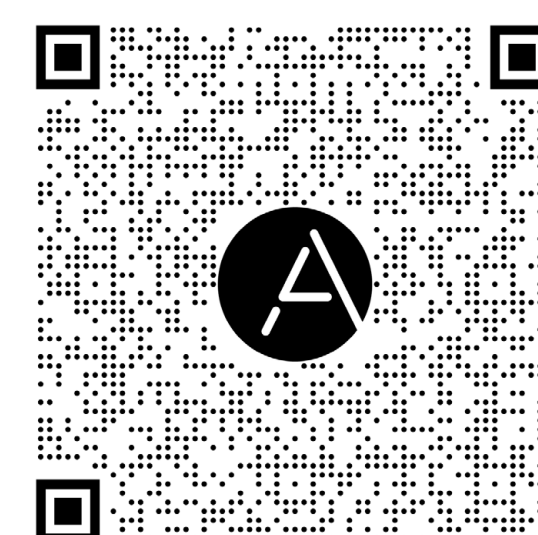


"Starting today, the most powerful tool in a Discount Tire technician's toolbox is this smart device. With this industry-first solution, Discount Tire is setting a new gold-standard for tire inspections, empowering their workforce to make smarter, data-driven decisions that ensure the highest level of driver safety, and an unrivaled customer experience."

Lukas Kinigadner,
CEO & Co-Founder Anyline



Download the Demo App



How it's going

Discount Tire has a significant shift in the way they manage their tire services. Using Anyline they are now able to digitally collect, manage and utilize tire data. This data gives Discount Tire a new level of insight into its customers, in order to enhance every step of their experience from purchasing new tires, to safety checks, to full inspections and services.

>1,000,000 scans
Over a million DOT numbers scanned in the first 5 months of use

Nearly 100% adoption
The solution is rolled out in the majority of Discount Tire stores

333% more efficient
Customer and vehicle data is now being collected in a fraction of the time



"Discount Tire is raising the bar with its commitment to customer safety through the use of innovative mobile computing solutions. By using this new solution, Discount Tire is providing a performance edge to its technicians, enabling them to deliver better, faster service with visibility and actionable insights to their customers to help provide the safest driving experience."

Joe White,
Senior VP & GM of Enterprise
Mobile Computing, Zebra
Technologies