Smart Tyre E-Commerce

How Mobile Tyre Scanning Will Increase
Online Sales

Introduction

E-commerce has grown rapidly in recent years, and shoppers today typically reach for their phone or computer when buying anything new. **Yet, the vast majority of drivers will still not consider buying their tyres online.**

The reason? A low level of buyer confidence, and a high barrier to entry. While some car owners know their way around their vehicle, **most of them lack knowledge when it comes to tyres.**

Everybody forgets how to read a tyre. And since it's a purchase they rarely make, most people will rely on their tyre dealer to do it for them and guide their decision.

Buying tyres is also a high-stakes decision. With average prices ranging from 400 to 800€ for a complete set, **you don't want to get it wrong.**

- If a customer orders the wrong tyres, **they will need to return them which can be a major inconvenience.**
- They might need an urgent replacement, and if the tyres are not right for the vehicle, **it might be undriveable for an extended period of time** until the new tyres arrive.

As a result, **purchasing tyres online can be a painful experience.** But it doesn't need to be this way. In this short ebook, we will explain how innovative new data capture technology can take the pain out of buying tyres online, and give customers the confidence to complete their purchases.

How tyre size scanning streamlines your online experience

• When customers buy tyres online, they will start by either **taking a photo** of their tyres or **writing the data down on paper** to be entered on their computer.

• They will then be prompted to enter the information needed - usually the **width, ratio** and **diameter**. The problem is, many will be unsure they have entered the right information!

• With **mobile data capture integrated into a tyre ecommerce app or website**, the consumer can simply visit the webpage on their smart device, choose a scan function, point their camera at the tyre size and all **the tyre data will auto-fill for them!**

Mobile data capture gives them peace of mind when purchasing tyres online, as they won't have to worry about making mistakes and ordering the wrong product.

For tyre dealers, there are even more benefits than just higher sales:

• There will be fewer wrong orders, which means that less tyres will be returned by customers, **reducing logistics costs and stress.**

• **Customer satisfaction will increase**, as the overall experience becomes less stressful

• **More customers will be inclined to purchase tyres online** if they feel like they will get it right.

How can your customers start scanning tyre sizes online?

Changing the way your online sales work can seem daunting, but offering new tools to your customers with mobile data capture is remarkably fast. Here are the options for online tyre retailers.
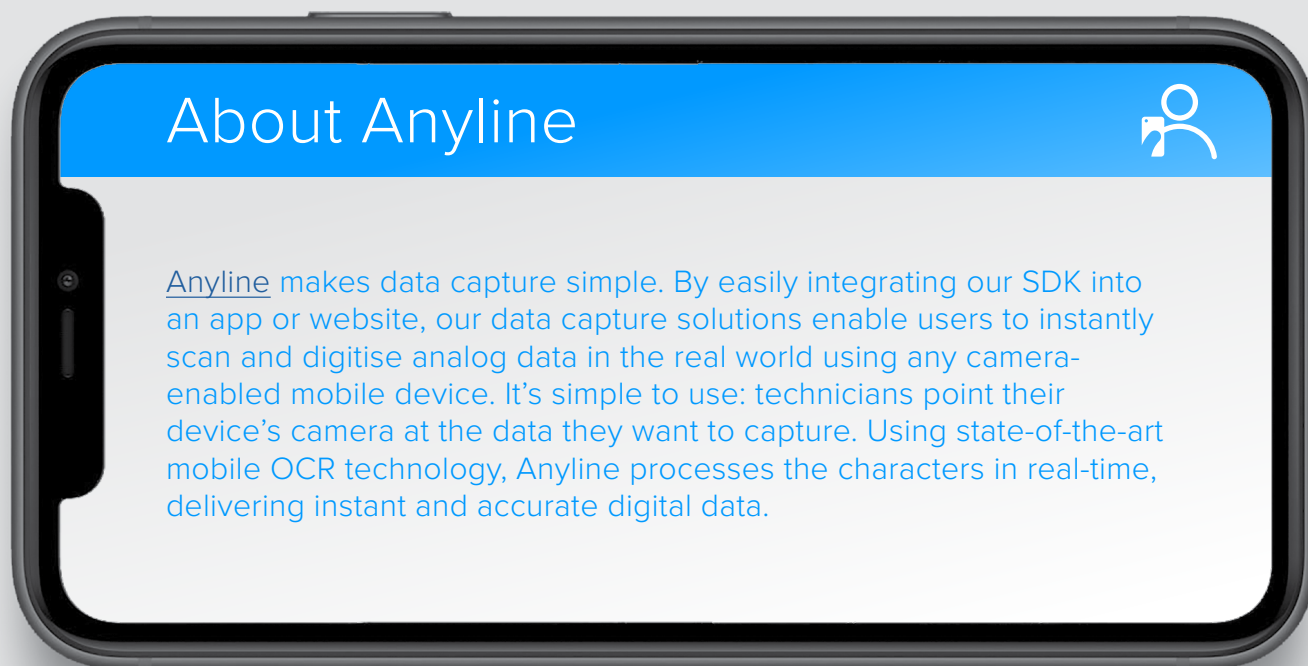
Integrate a tyre size scanner to your e-commerce website

Integrating a tyre size scanning solution to your tyre e-commerce website or app is simple with Anyline's software development kit (SDK). **The solution works on any standard smartphone or tablet running on Android, iOS and UWP**, as well as popular platforms like Xamarin, React-Native, UWP, and Cordova.

Your customers can start benefiting from online tyre size scanning within days and experience a new way of purchasing tyres on the internet. If your organisation is aiming to add mobile scanning into its existing web infrastructure, the best first step is to request a 30-day free trial of our SDK. With this, you will be able to quickly test out the technical capabilities of OCR for your needs.

Ready to get started?

If your ecommerce website could benefit from tyre size scanning, or one of our other data capture solutions for license plates, VINs and more, **contact us today** and set up a call with our experts!

About Anyline

Anyline makes data capture simple. By easily integrating our SDK into an app or website, our data capture solutions enable users to instantly scan and digitise analog data in the real world using any camera-enabled mobile device. It's simple to use: technicians point their device's camera at the data they want to capture. Using state-of-the-art mobile OCR technology, Anyline processes the characters in real-time, delivering instant and accurate digital data.

Clients use Anyline to scan and digitise dozens of data points: from IDs and passports to barcodes and utility meters, and even licence plates, tyre numbers and more. Not only does Anyline deliver industry-leading performance and accuracy, it works offline, ensuring the greatest convenience and security for any use case.

Since 2013, we've been working with some of the greatest minds in machine learning to create our market-leading data capture solutions. Our technology is already used by household names, including Discount Tire, Continental, PepsiCo, E.On and Canon, as well as national governments, and the United Nations. From our bases in Vienna Austria and Boston MA, our growing and dynamic team is ready to help you digitise your processes.

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