

Eastern Tire and Service, Inc.

About:

Eastern Tire and Service, Inc. is a single-location tire and auto service center in Rockland, ME. Opened in 1946, Eastern Tire and Service, Inc. is proud to serve their family and community. They have served Knox County for three generations, and they have provided employment and security for their family throughout this time with their successful business. Over the years, the company has employed fathers and sons, mothers and daughters, uncles, and many cousins. Carrying more than a dozen different tire brands and offering complete automotive service, Eastern Tire and Service, Inc. prides itself in the mantra that ensures their success: "We can do it," "We'll try," "We'll do our best," and "Never say no."

Situation:

Eastern Tire and Service, Inc. joined the computer world in 1989, by moving from ledger cards and pencils to a POS software package that they quickly mastered. In 2003, that software company went out of business, and Eastern continued to use the software, without support, until their system crashed in 2006. With the original company out of business, Eastern needed a Plan B.

Alvin Chase, president of Eastern Tire and Service, Inc., is fiercely independent and a self-proclaimed "hard-sell." In the two years prior to their system crash, he had been in contact with multiple software companies and was weighing his options. It was extremely important to Chase to have a personal relationship with the company he purchased from. That face-to-face relationship and that "handshake" are things Chase values in who he chooses to do business with.

He considered companies with integrations to his current accounting package, QuickBooks, and he considered software offered by his manufacturers. Most important to Chase was to choose a company that provided excellent support, a product that was best for his business, and the opportunity to build a long-lasting relationship with the company he chose for many years to come.

Eastern needed to upgrade their computer system, whether they were ready or not. And about this, Alvin Chase notes, "I resist change, I do my research; through this I know once I have made up my mind, I have done everything to make the best decision for my company."

Solution:

Eastern Tire and Service, Inc. chose to purchase TireMaster for Windows. Even though TireMaster's offices are in Idaho, and Eastern is in Maine, Chase felt that he had built a relationship with the salesperson at TireMaster over the two years prior to his system crash, and was comfortable in his decision to purchase from them.

TireMaster is one of the leading point-of-sale, accounting, and inventory management tools available for the retail tire and automotive industry. With it, Eastern was immediately able to improve customer service in their unique situation. Being able to electronically check and update the status of a work order is particularly helpful to them. They have two buildings. With TireMaster they can check and update the status of a work order, no matter where the car is. This keeps the customer from having to wait while a staff member runs across the parking lot to check on the car. Chase says, "It sounds so simple, but not being able to do it before was a hassle. With TireMaster we have seen a big improvement in efficiency and customer service."

About TireMaster for Windows, Chase says, "I am certain the system will pay for itself, above and beyond, in eight or nine months. It gives me so much more flexibility to allow manipulation of sales numbers, and I can bundle items to sell together. These two things alone will help me pay for the system right away."

Additionally, Eastern took advantage of the ability to send their business data over to TireMaster before visiting them for training. This meant they were able to learn the system with their own data and upload it back to their database when they got home. By visiting the Idaho offices, they were also able to build a strong relationship with the support staff, which was very important to Chase. "Support has been fantastic; we made great friends in Idaho! We also went live a month early because we were so prepared," says Chase.

Between the ability to use forced cost optioning, bundling items for sale, TireMaster's "Spiffs and Specials," and the flexibility to really work with and manipulate his sales numbers, Chase is already seeing the tangible benefits of converting to TireMaster for Windows. He says, "With the new system in place, nothing falls through the cracks." For the future, Chase is going to test out TireMaster's Customer Link option and is excited to see what it can do for them.

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