



Frasier Tire

About:

Frasier Tire Service is the largest Goodyear independent tire dealer in South Carolina. Based in Sumter, SC, they have three retail/commercial locations, one wholesale location and they are a Goodyear Retreader. In business for 31 years, Frasier Tire Service carries Goodyear, Kelly, Delta and Carlisle tire brands. The success and long history of Frasier Tire Service can be attributed to their belief that “service to customers is the most important ingredient to being successful in the tire business.”

Situation:

Frasier Tire Service was facing tough competition and saw an urgent need to provide their salespeople with a comprehensive system to increase sales. They had been hearing rumblings from the competition about “eCommerce” and wanted a program that would help grow their business without adding staff.

Frasier Tire Service was looking for an interactive tool that would allow their customers to purchase products and services securely over the Internet. They recognized that this would be a chance to increase sales, reduce costs, and keep those competitors already advertising “eCommerce” from stealing their customers.

If Frasier could find a system that would allow their customers to buy in a secure fashion on-line, as well as view their account detail and order status, they could reduce the number of calls to their billing and sales department. This would free up staff to pursue other functions; allowing them to increase customer satisfaction, sales and profits.

Fortunately for them, Frasier sought the help of a trusted vendor, and has been reaping the rewards ever since.

Solution:

Frasier Tire Service installed ASA Tire Systems’ eCommerce application, *eTireLink*[™]. As a direct result, they quickly saw an increase in sales and profits.

Julian G. Frasier III, President of Frasier Tire Service stated “We view *eTireLink*[™] as a “silent salesman,” helping both Frasier Tire and our customers. For those customers of ours utilizing *eTireLink*[™], they could see all of the options while their retail customer was standing on the other side of the counter. If the tire they had in mind was too expensive, they could quickly go to a less expensive option they were previously unaware of and not lose the sale.

“The retailer’s increase in sales resulted in a corresponding increase in sales from Frasier Tire to them of at least 10%. With the ability to order on-line and have all of their invoices, payments and orders available for viewing, those same customers made less than half of the phone calls to our office, helping us to further reduce the cost of doing business. Because of these new capabilities, we have been able to sign on several new accounts that would not have come on board otherwise. It has truly been a “win-win” for Frasier Tire and our customers.”

The Director of Corporate Administration for Frasier Tire Service, recognized the urgent need to offer eCommerce to his customers in his very competitive market. He said, “Our competition was touting their eCommerce capabilities to our customers. We had a terrific product lineup with Goodyear, Kelly, and Republic, but to stay competitive we had to do something quickly.

“We had been very happy running ASA’s core business applications for years. With their *eTireLink*[™] product, we were able to have our wholesale customers see their specific prices, our inventory, and all of their invoices and payments. All of this was talking to our live database, but was also 100% secure. All that was great, but the increase in sales and profitability was the real bonus!”



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