

Wilberts Tire Center

About:

Wilbert's Tire Center opened in 1969 and is located in Giddings, Texas. Providing tires, wheels, and automotive service for nearly 40 years, Wilbert's Tire Center operates as a family business with the goal of providing excellent service to their customers. Carrying over a dozen tire brands for recreational and passenger vehicles, Wilbert's Tire Center strives to bring the best in tires and automotive care to their community. With a reputation built on years of quality, affordable work and tires, Wilbert's Tire Center prides themselves on customer satisfaction and great service.

Situation:

Until 1993, Wilbert's Tire Center completed all of their bookkeeping by hand. Having experienced a lot of growth since their opening in 1969, they realized that it was time to shop for a business computer system. However, finding the right system was no easy task in their unique situation. In addition to selling tires and automotive service, and Goodyear and Michelin national account processing, Wilbert's Tire Center also sold fuel. It was important to them to find a system that would accommodate that.

Additionally, Wilbert's Tire Center was looking for a software company that provided excellent product support. At one time, they purchased a POS system from a local hardware store and were unhappy to have support calls processed through the store rather than with the developer directly. They were certain they did not want to have to do that again.

In 1993, Wilbert's purchased the DOS version of TireMaster and was very happy with both the support department and the product as a whole. Wilbert's operated as a Beta site for this version. They were happy to participate in recommending updates, and to have the opportunity to practice with new features of the product. In time, TireMaster updated its software to Windows, but Wilbert's was not originally interested in switching to it.

Over time, as technology and business needs changed, the time came to make a decision on whether or not to move to the new product. Before committing to the new software, Wilbert's considered their options and their needs. They looked at other products and made some decisions. They knew they did not want an Internet-based product, they needed to be able to process fuel sales and national accounts, they wanted an excellent support system, and they wanted a system that would save them time and money.

Solution:

Wilbert's Tire Center decided it was time to convert to the Windows version of TireMaster. The Windows-version met their needs. It wasn't Internet-based, there was a proven support department, it offered the ability to sell fuel and process national accounts, and it was a system that would save them time and money.

To keep costs down, Wilbert's continues to process payroll in the DOS version. Having the option to purchase only the modules they needed was a great way to save money. About the conversion, Barbara Birnbaum said, "We were scared to death that it was going to be a nightmare, and it was not." Wilbert's planned for this ahead of time, and smartly waited until they were certain they were ready. They chose to convert after their year-end and after they had purchased a new computer.

Since switching, Wilbert's Tire Center is very happy with the Windows version of TireMaster. Birnbaum states, "As with anything new, there are some things that I don't like... but a whole lot more that I do!" A feature that she loves is the ease-of-use when creating invoices and work-orders. For example, she points out that if you have the vehicle or customer name wrong when starting an invoice, you can easily edit it in the new program, without having to delete the whole thing and start over, which is what you had to do in the DOS version. This saves a lot of time. Additionally, she is pleased that you can switch between customer names without having to retype them, and if you apply payment incorrectly, you can quickly and easily fix it.

Serving customers with unique needs, such as requiring mid-month statements or emailed invoices, is also handled with little effort now. And, Birnbaum is enjoying that she is saving paper, a personal pet-peeve, with the Windows version. She can now view reports on-screen instead of having to print them, print individual pages of a check reconciliation instead of the entire report, process statements via email, and pick-and-choose which invoices and checks she wants to print instead of having to do them all at once. Another efficiency increase that Birnbaum notes is she no longer has to get everyone out of the computer to close out the day. This means customers don't have to wait and employees can keep working.

Finally, as testament to the support department at TireMaster, Birnbaum adds, "The support team is incredibly knowledgeable, and their response time has been fantastic! I am very pleased with their service."

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