

BIG O TIRES

EnablePath Optimizes Salesforce for Big O Tires, Making Lead Lifecycle More Effective

Big O Tires has become North America's largest retail tire franchisor, with over 400 independently-owned and operated locations in 20 states, providing customers with a broad range of automotive services in addition to quality tires, wheels and accessories. Big O has become an industry role model admired for its innovative approach to franchising and unmatched customer loyalty ratings.

In 1996, Big O Tires joined forces with one of the largest and most respected tire marketers in the nation when it became part of the TBC Retail Group, an automotive retail network comprised of some 1,200 Big O Tires, Tire Kingdom, Merchant's and NTB locations spanning 40 U.S. states. Big O's reach was broadened again in 2005, when TBC Corporation was acquired by Sumitomo Corporation of America, the largest wholly-owned subsidiary of Tokyo-based Sumitomo, one of the world's leading traders of goods and services.

Challenge

Big O Tires was using Salesforce based upon their sister organization's configuration and usage of Salesforce. In comparison, they had many different record types and page layouts, and needed to track different stages in their lead lifecycle to better navigate new lead information. They needed to optimize their Salesforce instance to better meet their needs.

Solution

Working exclusively with the Big O Tires Recruitment Coordinator, EnablePath revamped the lead process they use to secure new franchise inquiries. We reduced the record types used and updated their online franchisee information request forms (originally created in VisualForce) to streamline new franchise requests.

Results

Big O Tires now has a simpler, more streamlined process for identifying new inquiries and targeting new franchisee leads.