



National Tire Co.

Revolutionary Transportation Communication



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FOR IMMEDIATE RELEASE

For additional information contact:

R.F. Culbertson

Phone: 412.855.8767

E-mail: rfc@getabby.com

Who's your Customer – Who's “Really” Buying what you're Selling?

The Company: A premier supplier of tires and services for your automobile – with over 800 retail outlets nationwide – approached [GetABBY](#) via Gruen Marketing. Gruen Marketing was the project coordinator, responsible for preparing the requirements documents, needs assessment, expectations, and project success criteria. The tire manufacturer is truly innovative and cutting edge in terms of its thinking and in the ways that it provides customer care and sales solutions to its customers and prospects. The over-riding issue was a marketing one involving [customer knowledge](#) and **speech analytics**. Are customers calling in to their 800 “Car Care Centers” for the repair services, or to purchase tires, or for some other reason?

The Challenge: This national tire manufacturer receives thousands of phone calls daily. The company asked ABBY – “Are we a Tire Company – or are we a Car Care Company.” One way to answer this question is to analyze each phone call that the company's retail stores receive and categorize these calls into: sales, service, complaint, and other. And then further segment these buckets to see if sales (for example) mentions: inventory, price, or timing of installation. Are the service calls for: tires, batteries, engine work, detailing, and the list continues. As was said, “It's very expensive and time consuming to categorize each call, and if [ABBY](#) could do this – for a very limited budget – this would be virtually invaluable to us – both in terms of gaining customer knowledge, but also what we should emphasize in our marketing going forward.”

The Solution: The Internet has flattened the customer loyalty curve, and every manufacturer need to increase customer loyalty – and the easiest way and least expensive way to that this thru increased [customer knowledge](#). ABBY was able to (in real time) analyze the call and perform ‘real time’ speech analytics. ABBY was able to place the call into the correct bucket and sub-bucket, in order to produce results - which were reviewed and acted upon on a daily basis. That is to say, if calls were switching toward focusing on service (state inspections, oil

changes) – ABBY would let the company know that (in ‘real time’), and the company adjusted their marketing accordingly. This allowed the marketing dollar to be more targeted, focused and effective. ABBY compiled the target marketing information by knowing where the calls were coming from and combining that with the regional demographic information. The market timing was accomplished knowing the volumes of calls surrounding a specific event (or series of events) – comparing that with the norm – and then acting upon up or down periods.

About GetABBY: [GetABBY](#) is a leading provider of artificially intelligent, natural language, enhanced Interactive Voice Response ([IVR solutions](#)). [GetABBY](#) enables organizations of all sizes to quickly deploy powerful telephony applications. More than 1,000 customers turn to ABBY’s patented suite of applications to enhance customer service and marketing using intelligent speech recognition that can automate most phone (and web) based interactions. With an innovative Internet-based solution (that requires no investment in hardware, software, or human resources) GetABBY balances the need for high quality communications with affordable pay-as-you-go pricing.

Contact Us: R.F. Culbertson

rfc@getabby.com

1.877.305.1341