

OSF | DIGITAL



CASE
STUDY



ABOUT KAL TIRE

Kal Tire is Canada's largest independent tire dealer and North America's 2nd largest commercial tire dealer.

Kal Tire aims to be Canada's primary destination to obtain information on tires.

To do so, the company needed to improve both the in-store and online sales experience for their customers.

THEY REQUIRED AN ONLINE EXPERIENCE THAT EMPOWERED SHOPPERS TO PERSONALIZE THEIR ORDERS RELATIVE TO THEIR SPECIFIC NEEDS .

A photograph showing a woman and a man in a tire store. The woman is pointing at a tire on a display rack, and the man is looking at it. The image is partially obscured by an orange semi-transparent box containing text.

The selection of tires and accessories is complex.

THE COMPANY WANTED TO PROVIDE THE RIGHT SUPPORT AT THE RIGHT TIME AT EACH STAGE OF THE CUSTOMER'S DECISION-MAKING PROCESS.

Customers are seeking an exceptional level of customer service – beyond what is traditionally delivered in the industry.

Kal Tire's employees required the support of technology-based solutions to assist them in exceeding current service and support capabilities.

A close-up photograph of a person wearing a white and black uniform, working on a car tire. The person is using a tool to adjust the tire's pressure. The background is dark, and the tire is the central focus.

**Post-purchase
installation plans can
sometimes prove
tricky.**

LOCATING THE
CLOSEST STORE AND
ARRANGING FOR AN
APPOINTMENT WAS
AN AREA THE
COMPANY WANTED
TO STREAMLINE AND
MAKE MORE
EFFICIENT.



OSF'S SOLUTION

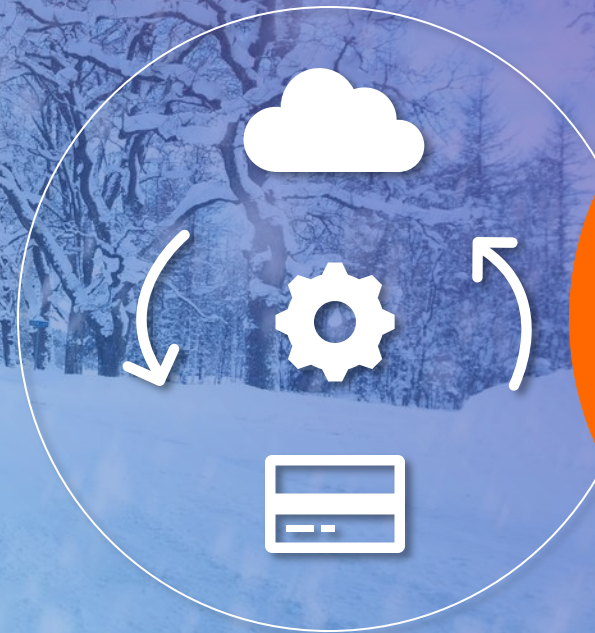
Replatformed their
existing website over to
Salesforce Commerce
Cloud.

salesforce commerce cloud



OSF'S SOLUTION

Integrated their
Retail.net POS system
with Salesforce
Commerce Cloud.



THIS IS **THE FIRST
STOREFRONT
INTEGRATION**
OF THESE TWO
TECHNOLOGIES.

RIDESTYLER – A PRODUCT VISUALIZATION TOOL BASED ON YEAR, MAKE, MODEL OF A VEHICLE.

- ✓ Site visitors can select the color of the vehicle,
- ✓ Customers are presented with composite visual display of the vehicle with selected wheel, tire and accessories.

The screenshot shows a product page for a silver SUV. The main title is "KLASSE MOTOR SPORT APEX". Below the title, it says "Finish: Silver". Underneath, it states "Available in: 18" 19"". The price is listed as "PER WHEEL \$177.99". There is a "MORE DETAILS" button. To the right of the text is a side view of the silver SUV. Below the SUV is a color selection bar with 11 colored circles. To the right of the color bar is a "Not your vehicle?" link. Below the SUV image is a carousel of five wheel options, each with a price starting from:

Wheel Model	Price (From)
KLASSE MOTOR SPORT APEX	\$177.99
NITRA 770	\$155.46
NITRA 771	\$155.46
CORE RACING AXION	\$167.99
CORE RACING OBSIDIAN	\$173.99



OSF'S SOLUTION

FIND A LOCATION

List of all Locations

SEARCH

FILTER SERVICES

Kal Tire - #875 HAWKESBURY STORE

1612 HWY 34
HAWKESBURY, ON K6A 2R2
613-632-8763
Distance: 80km

Kal Tire - #849 OTTAWA STORE

2825 SHEFFIELD RD
OTTAWA, ON K1B 3V8
613-747-3420
Distance: 157km

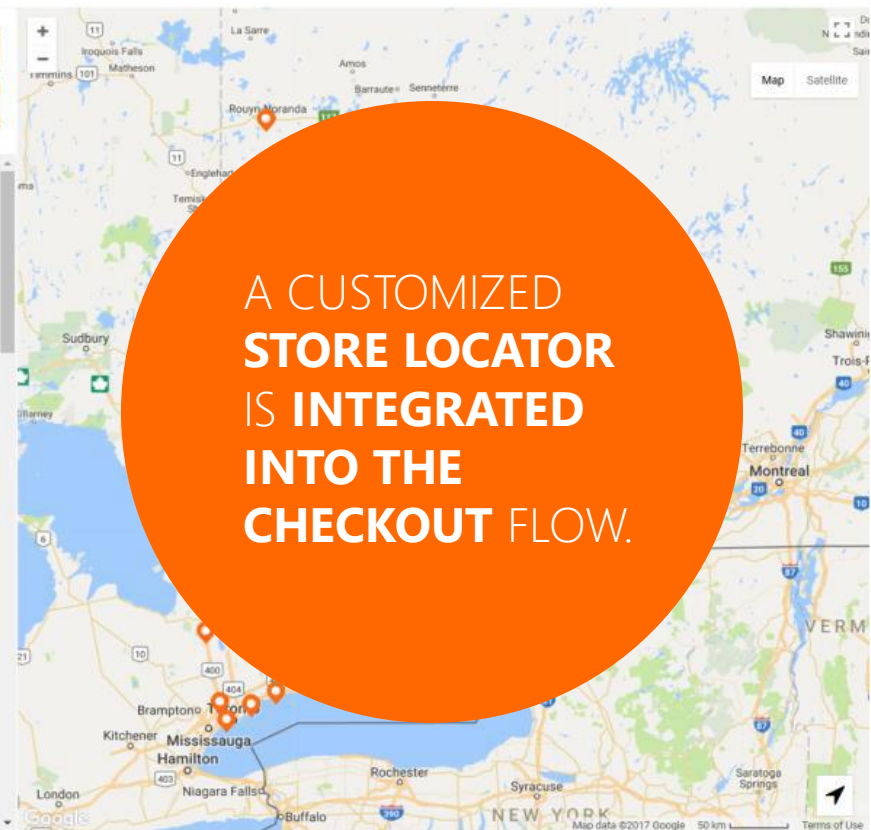
Kal Tire - #859 OSGOOD STORE

2605 STAGECOACH RD
OSGOODE, ON K0A 2W0
613-821-2953
Distance: 157km

Kal Tire - #184 PERTH STORE

110 WILSON STREET WEST
PERTH, ON K7H 2P3
613-267-2818
Distance: 219km

Kal Tire - #196 PROTYRE SALES AND SERVICE (PROTYRE SALES AND SERVICE)



A CUSTOMIZED
STORE LOCATOR
IS INTEGRATED
INTO THE
CHECKOUT FLOW.

FLEXIBLE OPTIONS FOR CUSTOMERS

Customers choose the store they wish to have their tires fitted at by using geolocation, or by entering their address in the store finder.

SOPHISTICATED APPOINTMENT PLANNING

Appointments are made based on whether the requested products are in stock, or if the items need to be shipped in from a nearby store. Customers know the earliest possible time for fitting or maintenance.

The company now has a vastly improved customer experience

✓ Customers feel more empowered in making the right choice.

✓ There's a friction-free journey from product discovery, through to installation and after-care.

✓ Shoppers are aware of inventory levels and the closest store – during the checkout process.

Kal Tire is better equipped to leverage their sales and customer service opportunities.



Increased
customer
loyalty



Positive
brand
engagement



Saving time, energy
& money for their
internal processes



Fewer
returns to
process



Improved
sales
goals



“

“Customers are increasingly researching products and services online – and the selection of tires is no different. Tire buying is known for being complex to navigate, as well as delivering a confusing experience for customers.

By providing exceptionally detailed information on tires and accessories via a detailed and highly-specialized product selection tool, Kal Tire aims to be Canada’s premier online destination for tire information.”

GREG WARING

VP MARKETING

KAL TIRE

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THANK
YOU!