

Stoke-on-Trent, November 26, 2018

Customer service training and online presence key to boosting profits, Michelin's Irish dealer partners told

Developing an online identity and regular customer service training for staff are key to boosting profits, Michelin's Republic of Ireland partner dealers have been told at an annual event.

Delegates at the full-day session at Langton House Hotel in Kilkenny were given advice on developing their digital offering through websites and social media channels such as Facebook and Twitter.

Each Michelin Business Professional dealer will receive a report from marketing agency Lesniak Swann, which will include a full audit of their current website as well as a review of traffic analytics, advice on improving search engine optimisation techniques and future plans.

Andy Aylward, Michelin's Retail Programme Manager for the UK and Ireland, who oversees a network of more than 80 accredited car and motorcycle dealers, says: "We invest heavily in our dealer partners to help them offer the best service possible.

"We believe every dealer has their own unique personality, and we want to help make sure that comes across both onsite and online. Nowadays the first interaction the consumer has with a supplier is often online, so we want to encourage our partners to make sure the initial impression is a positive one.

"Regular customer service training then ensures that positive experience continues when they come through the door."

The 12 delegates were also given a review of Michelin's performance over the last 12 months and a preview of the manufacturer's upcoming plans.

Michelin Business Professional dealers benefit from free staff training sessions and bespoke business support to help them further grow their market share.

Ends

Michelin, the leading tyre company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tyres, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve the mobility industry. Headquartered in Clermont-Ferrand, France, Michelin is present in 171 countries, has more than 114,000 employees and operates 70 production facilities in 17 countries which together produced around 190 million tyres in 2017. (www.michelin.com)

For further press information please contact:





David Johnson, Michelin Press Office
Tel: + 44 (0) 1782 402341 Email: d.johnson@michelin.com

Ian Collier or Rebecca Gleave, Garnett Keeler PR, Inver House, 37-39 Pound Street,
Carshalton, Surrey, SM5 3PG

Tel: +44 (0)20 8647 4467 E-mail: ian.collier@garnettkeeler.com or rebecca.gleave@garnettkeeler.com

MICHMAP/106/18