

Stoke-on-Trent, April 09, 2019

## **Michelin Auto Professional UK dealers offered guidance and advice to provide the very best customer service**

Michelin Auto Professional (MAP) UK dealers have been told improving the overall experience of their customers is more important than ever, in an increasingly competitive marketplace.

Business owners and senior managers from 16 independent dealer groups attended the annual MAP conference in Chichester, for a briefing on a new package of benefits being rolled out to members of Michelin's advocate dealer programme.

The meeting centred on improving customer experience all the way through from the initial point of contact. Attendees were told about some of the new ways Michelin is committed to helping dealers achieve that goal – including receiving detailed, positive feedback from a new mystery shopping programme being launched in Q2.

Dealers are also set to benefit from tailored on-site retail training at each of their sites, carried out by staff from the Michelin Training and Information Centre in Stoke-on-Trent. Plus, company owners will receive a detailed audit of their digital presence from marketing agency Lesniak Swann.

Andy Aylward, Michelin's Retail Programme Manager for the UK and Ireland, says: "We want to help all of our partner dealers to have the very best customer journey from start-to-finish, which is why we're investing in some great new resources to help them raise the bar even higher.

"During the conference dealers learnt how they can improve performance through factual data given to them from either our mystery shopper or from the audit we're carrying out on their digital presence, which will look at everything from their website to how they are using social media.

"Our new retail training will also help to reinforce these messages directly with their staff. The aim is to have a great customer experience all the way through, allowing the dealers to attract new customers and, crucially, retain the customers they already have."

Another exclusive service the delegates were encouraged to take advantage of was Michelin's TyreAssist scheme.

Any retail customer purchasing a Michelin or BFGoodrich tyre from a MAP dealership will be issued with a TyreAssist membership card and, once they have registered online, offered free 24/7 roadside assistance\*. In the event of a puncture or damage to that tyre within 24 months from the date of purchase, the customer can simply call the number on the card and TyreAssist will arrange for a roadside technician to be sent out promptly. The technician will then fit the vehicle's spare tyre or tow the car to the safety of a local tyre dealer.

“Consumer expectations are changing, and customer acquisition and retention has never been more important,” says Aylward. “These added little extras are really helpful when aiming to attract new customers, we want all of our dealers to use and promote them in the right way.”

Delegates were also given updates on the latest market data, including a round-up of Michelin's performance over the last 12 months and a preview of the manufacturer's upcoming plans.

The session closed with the attendees splitting into workshops to discuss any additional support they require and offering input on what they would like the MAP programme to deliver in the future.

*\*Terms & Conditions apply*

## **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](http://www.michelin.com))

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