



Discount Tire Gains Omnichannel Traction with 35 Million Customers



"We want to make sure that no matter which Discount Tire store or channel a customer enters, we know who they are and what vehicles they own. Informatica makes this easy by consolidating all the data about a customer into a single master record, then distributing it to various applications."

Gary Desai, CIO, Discount Tire

Goals

Provide a single view of customers and vehicles across multiple point-of-sale, ERP, and ecommerce systems

Enhance the quality of customer data and keep contact information current to improve customer service and targeted marketing

Make trusted information available in operational systems, analytics tools, and executive dashboards for end-to-end customer care

Solution

Consolidate over 70 million customer records to provide a trusted source of customer data using Informatica Customer 360

Profile and scorecard customer data and verify customer addresses using Informatica Data Quality, creating reusable cleansing processes

Onboard and normalize customer data and disperse unique records to downstream systems

Results

Improves customer satisfaction with seamless, consistent experiences across channels

Reduced duplicate customer records by 50%, improving marketing response rates with customer segmentation and personalized communications

Accelerates business decision-making by delivering trusted customer information to executives and business users



About Discount Tire

Headquartered in Scottsdale, Arizona, Discount Tire is the largest independent tire and wheel retailer in the world, operating more than 1,000 stores in 35 states. It sells products including tires, wheels, sensors, lug nuts, and wiper blades, and offers services including tire installation, rotation, balancing, and free flat tire repair for its customers. The company is owned by Reinalt-Thomas Corporation.



Informatica Success Story: Discount Tire

Competition is and always has been tough in the tire business, with many choices available for consumers. Traditionally, face-to-face contact has been at the heart of each sale. But when the COVID-19 pandemic hit, social distancing and changes in consumer expectations meant that tire retailers needed to create a frictionless and consistent customer experience across all digital channels and touchpoints.

To provide customers with seamless, personalized experiences online, Discount Tire needed a holistic, 360-degree view of its customers and their vehicles, including a standardized way to approach customer segmentation and identify members of the same household. Gaining a single view of each vehicle was also important because a vehicle changes hands when it is sold, presenting new opportunities for the retailer to grow its customer base.

As tire sales quickly shifted online and in-store transactions became contactless, Discount Tire CIO Gary Desai and his team had to work fast to feed disparate sales, marketing, and service applications with customer and vehicle information. They faced a number of challenges, including multiple customer identification channels, fragmented data, and data quality issues. One example is that if a customer transacted through multiple channels, they couldn't see all their transactions in one view. Customer 360 now provides that single view.

Desai explains, "The pandemic dramatically changed the sales model that we operate in, so we had to quickly change our application strategy to enable customers to buy more on web and mobile. We needed to establish a single source of truth for millions of customer records across multiple point-of-sale, ERP, and ecommerce systems."

Consolidating Millions of Duplicate Customer Records

To achieve a single view of customers and vehicles, Desai and his team selected [Informatica Customer 360](#), which is underpinned by Informatica's Multidomain MDM solution. The configurable cloud-hosted solution allowed Discount Tire to launch quickly, scale easily, and achieve operating efficiencies.

With help from Infoverity, an experienced Informatica partner, Discount Tire's data team consolidated and aggregated more than 70 million customer records. This left the company with 35 million unique, or "golden" records it could use to build better customer relationships and serve more personalized marketing communications. For example, with the ability to maintain vehicle data at an application level, Discount Tire can interface with states' Department of Motor Vehicles to know when a vehicle they have serviced is sold.



“Centralizing our customer master data using Informatica allows us to provide more proactive data stewardship and governance—making it easier to calculate important KPIs such as customer lifetime value.”

Gary Desai

CIO, Discount Tire

This enables marketing to send customized offers to the person who bought that vehicle, encouraging the new owner to visit a nearby retail location.

The team also uses [Informatica Data Quality](#) to verify customer phone number, e-mail, and address in real-time, ensuring the data entering the system is high quality. By onboarding customer data from various source systems and dispersing golden records to downstream applications and analytics tools, Discount Tire delivers trusted, up-to-date information to the sales and service locations where critical customer decisions are made. Now, brand representatives, across both digital and physical channels, can easily recognize any one of their 35 million customers as well as their vehicle history.

“We want to make sure that no matter which Discount Tire store or channel a customer enters, we know who they are and what vehicles they currently own,” says Desai. “Informatica makes this easy by consolidating all the data about a customer into a single master record, then distributing it to applications.”

Discount Tire also put people and processes in place to help maintain the quality and integrity of the data throughout the entire lifecycle of the customer. A key area where this is of importance is their ecommerce platform, [SAP Commerce Cloud](#).

“Centralizing our master data using Informatica simplifies data stewardship and governance, enables more consistent use of data to drive the business, and makes it easier to calculate important KPIs such as customer data integration,” says Desai.

Reaching More Customers with Touchless Service and Targeted Marketing

With a single view of customers and vehicles, Discount Tire was able to quickly pivot to serve customers during the pandemic, seamlessly connecting customer interactions across digital and in-store channels. Customers can start the buying journey online with assistance from Treadwell®, a personalized tire guide that uses their data to help them find the right tires and a local store to purchase them. Customers can pay and schedule an appointment online to pick up their tires. And when customers enter a retail store, they can check-in with a mobile app and maintain social distancing throughout the entire touchless experience.

In addition to a better omnichannel experience, Discount Tire is improving marketing outreach with a better understanding of customer households, life events, and vehicle status. Sales and marketing teams can easily segment customer data and augment it with third-party sources (customer identity, householding & market segmentation), allowing them to target individuals with the best offer at the right time, via the channel that’s most convenient for each unique customer.





Inside The Solution:

- Informatica Customer 360
- Informatica Data Quality

“Data management is foundational to any digital transformation program, and we look forward to continuing to empower our ecommerce business and retail stores with rich customer, product, and supplier information.”

Gary Desai

CIO, Discount Tire



When a vehicle changes hands, Discount Tire can offer the new owner a coupon or discount if the vehicle is due for new tires or a tire rotation. It can also help customers avoid accidents and safety failures by sending proactive maintenance reminders about tread wear and average tire lifespan. If a customer moves, they can be notified of the closest Discount Tire location and provided with an incentive to visit the store or engage online.

“All the cool stuff we’re doing like household and vehicle tracking isn’t enabled by applications alone,” he says. “It’s enabled by modern data management tools like Informatica Customer 360. The more you do, the more you realize you can do.”

The Journey to Better Data Management Continues

Centralizing customer data management brings other opportunities for Discount Tire, such as feeding downstream analytics and executive dashboards. With a scalable and repeatable way to consolidate new data domains such as products and suppliers, the company can continue to advance its data management strategy. The next stop on its journey is using [Informatica Product 360](#) to centralize and improve product information management.

“Data management is foundational to any digital transformation program, and we look forward to continuing to empower our ecommerce business and retail stores with rich customer, product, and supplier information,” says Desai.

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