



**CASE STUDY:**

## Plum Delivers Dealer-Locator System for Automotive Industry



American Tire Distributors (ATD), with more than 71 distribution centers throughout the United States, is the largest distributor of tires, custom wheels, and shop supplies to the nation's independent tire dealers, repair shops, and automotive performance shops.

In collaboration with Michelin Tires, American Tire Distributors set out to build a national campaign that would increase phone enquiries, web site visits, and store traffic. To handle the increased volume of calls on short notice, Plum technology proved essential. American Tire and Michelin crafted their marketing efforts around a "Ride With Pride" sports theme. The campaign was designed to appeal to sports fans by offering \$50 worth of merchandise from Footballfanatics.com with the purchase of a set of Michelin Tires from a participating dealer. It was crucial for ATD to be able to provide ample exposure and promote those Michelin dealers that had opted into the promotion. "If [dealers] are participating in the marketing, we need to make sure they are being properly advertised," said Chuck Parris, Director of Interactive Services for American Tire Distributors.

American Tire needed to match consumers with participating dealers throughout the country. Offering information over the web was an obvious first choice. If consumers visited the American Tire website they could go to the dealer locator feature, enter a zip code and find an appropriate dealer. ATD, however, needed to make it even easier for their consumers - those without immediate Internet access or those on the go - to access information and connect with local dealers.

American Tire Distributors was aware that their consumers, and most of the population, avidly use mobile phones. ATD explored the option of deploying an interactive voice response system (IVR) to help customers quickly find the nearest dealers with little difficulty. Gearing advertising to prompt phone calls proved to be the best path to maximum consumer response. Plum quickly emerged as the solution provider of choice to optimize and automate telephone communications for the marketing campaign. American Tire Distributors relied on Plum's best-in-class VoiceXML Platform as the foundation, and turned to Xionetic Technologies, a leader in the Zip Code based proximity and demographics business software market, to provide dealer locator technology. A complete IVR solution quickly emerged, and ATD hit the ground running successfully with the marketing campaign.

**"We believe that the Plum platform is the most versatile and robust VoiceXML platform out there and ultimately helped us deliver four days ahead of schedule."**

- Dennis Burton  
Xionetic Technologies

### For this project, American Tire Distributors demanded:

- **Rapid Implementation:** ATD had a short lead time for implementation as the ad campaign for the Ride With Pride program was already scheduled.

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- **Ease of Use:** Maintaining a single dealer database for both the web locator and the phone locator solution was key to simple administration.
- **Versatility and Flexibility:** ATD was seeking an IVR system that would not only integrate well with their existing database but was also easy to administer.

The overarching requirement was that ATD wanted an IVR system that would utilize the same database maintained by their online web locator, which had been designed by Xionetic. Because of this prior relationship with Xionetic, ATD knew they could count on them to come through with an effective solution. In turn, without hesitation, ATD and Xionetic chose the Plum VoiceXML platform to deliver an IVR solution that American Tire Distributors could trust.

Xionetic's Director of Sales Dennis Burton:

"We believe that the Plum VoiceXML platform is the most versatile and robust VoiceXML platform out there and ultimately helped us deliver four days ahead of schedule."

Out of the triumph of delivering a winning solution to American Tire Distributors was born a whole new Xionetic product offering: the Xionetic Phone Locator. "The Plum Voice Portal VoiceXML platform helped us to quickly deploy the Xionetic Phone Locator, a valuable turnkey IVR solution for our clients," said Dennis Burton.

The Xionetic Phone Locator allows customers to find what they need when they need it. A hosted solution, Phone Locator allows customers to search on a number of criteria in addition to zip code, such as product or feature. It offers a single database for web and phone searches, returns customizable information to the caller, provides statistical tracking, offers professional multilingual voice talent and features direct connect options.

Says Xionetic's Burton:

"Choosing the Plum VoiceXML platform was a winning decision for us. Plum makes it possible for us to offer our customers a best of breed Interactive Voice Response/Location Based Search solution."

Please contact us for more information via [sales@plumgroup.com](mailto:sales@plumgroup.com) or call 1-800-995-PLUM to speak with a representative.

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**About Xionetic Technologies**

Xionetic Technologies, Inc. develops advanced enterprise location software for fast-growing, progressive companies in multiple industries. More than 6,100 companies currently utilize the software to expand their reach and business by connecting new customers to company locations and by providing business intelligence for strategic decision making. Xionetic Technologies provides a fast implementation of the software and delivers quick results to customers. Xionetic Technologies is a privately held company based in Bozeman, Montana.

**Xionetic Technologies**

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**About Plum Voice:**

Plum ([www.plumvoice.com](http://www.plumvoice.com)) is a leading single-source provider of carrier-class IVR (Interactive Voice Response) solutions. Plum offers hosted IVR services, turnkey IVR systems, and professional services to design and build custom IVR applications. When it comes to automating telephone interactions, customers choose Plum for the flexibility, reliability, and scalability of its offerings. Plum works with companies of all sizes across a broad range of industries

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