

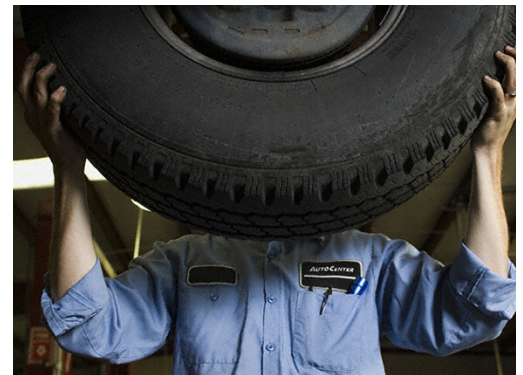
“Everything you need to get the sale!”

BIG O' TIRES



“I screened all other suppliers, and because Odenza seemed the most reliable and reputable, we just couldn’t resist!”

- Cathy Hirschhorn, VP of Marketing, BIG O' TIRES



KEY CHALLENGES

- Finding a relevant incentive for their “Summer on the Road” campaign.
- Implementing the incentive cost-effectively but still in collaboration with current corporate incentives.

IMPLEMENTATION

Odenza’s XM Satellite Radio incentives were used in conjunction with Big O’ Tires corporate “added value” incentives for service, maintenance and tires. A strong focus on customer service was a huge factor leading to the success of Big O’ Tires “Summer on the Road” campaign.

BENEFITS AND RESULTS

Odenza’s incentives served as an effective tool in Big O’ Tires “Summer on the Road” campaign by drawing more customers in and increasing the service-related request volumes. Revenue increased by 18% in the first quarter throughout stores in North America. Big O’ Tires serviced over 1 million customers requesting new tires and maintenance on vehicles within that time period. Over 15,000 XM Satellite Radios were rewarded that summer alone.

SATISFACTION RATING: 10/10

“Odenza has cracked the code on providing incentives that are easy to execute in a franchise system as well as for the consumer!”

–Cathy Hirschhorn, VP of Marketing

