

Commercial Excellence Academy

by  Asbiverse Group

— Optimizing Route to Shopper® Capability for Winning in Retail —

[www.commercialexcellence.academy](http://www.commercialexcellence.academy)

# Route to Shopper®

A Strategic Framework for  
Integrated Shopper-based Value  
Creation in the Tire Industry

# Route to Shopper® Framework for Tire Industry

A Strategic Capability Blueprint for Tire Industry Excellence

*A Specialized Framework by the Commercial Excellence Academy*

## Table of Contents

<b>Strategic Context: Transforming the Tire Shopping Experience</b> .....	<b>3</b>
<b>GUIDE – PATHS™ Framework Architecture for Tires</b> .....	<b>4</b>
GUIDE Framework (For Brand Owners and Manufacturers) .....	4
PATHS Framework (For Retailers) .....	6
<b>Hypothetical Implementation Examples</b> .....	<b>7</b>
Example 1: EV Tire Shopper Expansion .....	7
Example 2: Fleet Replacement Loyalty Program .....	8
<b>Strategic Benefits of Route to Shopper® Deployment</b> .....	<b>8</b>
<b>AI &amp; Digital Transformation Opportunities</b> .....	<b>9</b>
Predictive Analytics: .....	9
Dynamic Pricing: .....	9
Virtual Experiences:.....	9
Hyper-Targeted Marketing: .....	9
<b>Commercial Excellence Academy Enablement Services</b> .....	<b>9</b>
Capability Building Programs: .....	9
Implementation Support: .....	10
<b>Call to Action: Future-proofing Tire Industry Growth</b> .....	<b>10</b>
<b>Measuring Success: Key Performance Indicators</b> .....	<b>10</b>
<b>Contact</b> .....	<b>11</b>

# The Route to Shopper® Framework incorporating GUIDE – PATHS™ for Tire Industry



# Strategic Context: Transforming the Tire Shopping Experience

**What does it really take to win a shopper's consideration in a world of multiple options?**

The **Route to Shopper®** for Tires is a shopper-first business system designed to transform the fragmented tire shopping experience into a high-conversion, loyalty-driven journey. In an industry characterized by rising competition, digital transformation, and evolving consumer priorities around safety and sustainability, this framework provides a systematic approach to maximizing shopper conversion and profitability.

## Industry Dynamics:

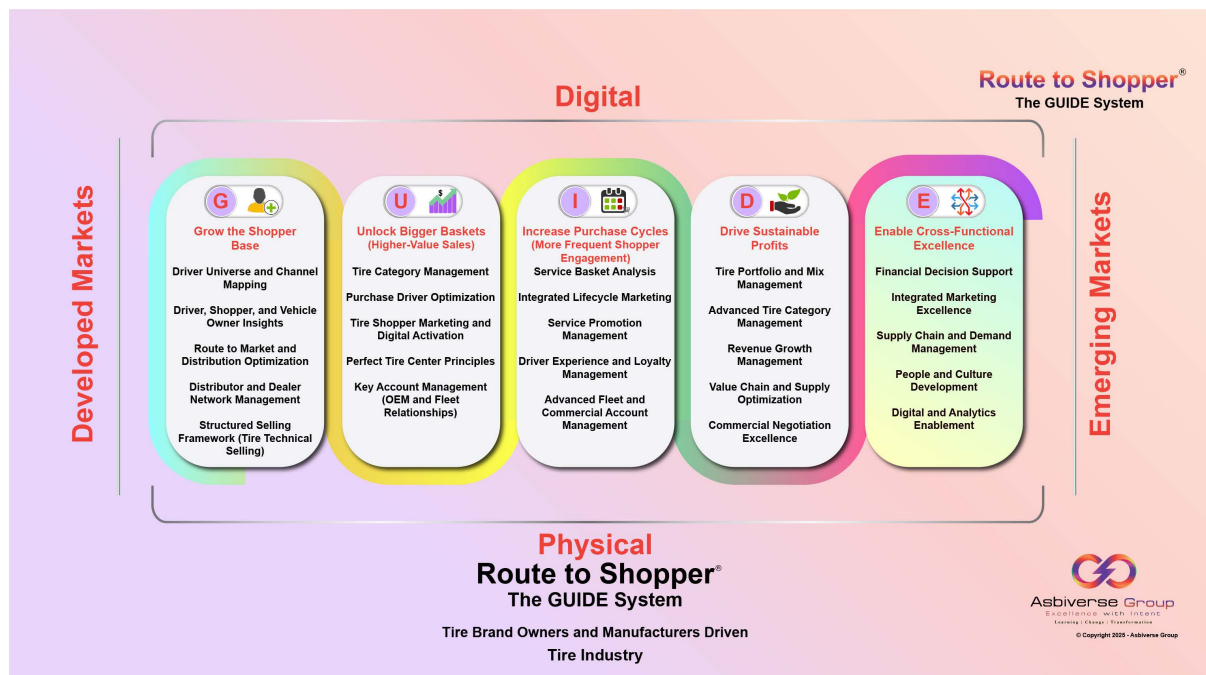
- Intensifying competition across global, regional, and local brands
- Accelerating shift to digital tire research and sales
- Growing consumer focus on sustainability and safety
- Persistent price pressures despite low shopping frequency
- High-value transactions requiring trust and expertise

## The Tire Shopper-Consumer Distinction:

- **The Shopper** (Decision-maker): May be a fleet manager, auto service provider, or individual vehicle owner focused on price, fitment, convenience, warranty, and service experience
- **The Consumer** (End User): Typically, the driver or vehicle owner who values performance (grip, noise levels, mileage) and safety but may not directly choose the brand or model
- **Strategic Imperative:** Address both shopper priorities at purchase and consumer satisfaction during usage

# GUIDE – PATHS™ Framework Architecture for Tires

## GUIDE Framework (For Brand Owners and Manufacturers)



### G: Grow the Shopper Base

**Strategic Intent:** Expand reach to new vehicle segments and tap into emerging buyer groups

- Target electric vehicle owners with specialized compounds
- Penetrate commercial fleet markets with total cost of ownership propositions
- Capture online tire shoppers through digital-first strategies
- Engage price-sensitive buyers with value-optimized offerings
- Attract safety-first buyers through performance certification

### U: Unlock Bigger Baskets

**Strategic Intent:** Transform single-item purchases into comprehensive solutions

- Bundle tire purchases with essential alignments and balancing
- Offer extended warranties and road hazard protection
- Introduce tire insurance programs with flexible coverage
- Upsell premium lines with advanced technology features
- Create maintenance package ecosystems

## **I: Increase Purchase Cycles**

**Strategic Intent:** Accelerate replacement frequency through proactive engagement

- Deploy smart reminder systems tied to mileage tracking
- Execute seasonal campaigns (winter tire promotions, monsoon readiness)
- Develop tiered loyalty programs with progressive benefits
- Implement predictive maintenance alerts via telematics
- Create subscription-based tire management services

## **D: Drive Sustainable Profits**

**Strategic Intent:** Build premium positioning through innovation and responsibility

- Innovate with sustainable materials (recycled rubber, bio-based compounds)
- Implement energy-efficient manufacturing processes
- Launch circular economy initiatives (tire recycling, retreading programs)
- Develop eco-friendly product lines with performance parity
- Create sustainability-linked pricing models

## **E: Enable Cross-functional Excellence**

**Strategic Intent:** Align organizational capabilities around shopper-centric delivery

- Integrate product development with shopper insight teams
- Synchronize sales and marketing for cohesive messaging
- Align customer service with product expertise
- Create cross-functional shopper experience teams
- Develop omnichannel capability centres

# PATHS Framework (For Retailers)



## P: Presentation Excellence

**Strategic Intent:** Create compelling visual and informational experiences

- Design clear product benefit differentiation displays
- Implement comparison tools (performance, safety, durability)
- Develop virtual tire visualization systems
- Create multi-sensory demonstration areas
- Enable seamless online-to-offline experiences

## A: Assortment Optimization

**Strategic Intent:** Curate precision-targeted product portfolios

- Match assortment to local vehicle park composition
- Adapt to regional driving conditions (urban, off-road, winter)
- Incorporate emerging categories (EV-specific, eco-friendly)
- Optimize space allocation by demand patterns
- Create dynamic assortment adjustment mechanisms

## T: Team Engagement

**Strategic Intent:** Transform staff into tire expertise ambassadors

- Develop comprehensive product knowledge programs
- Train on simplified decision frameworks for shoppers

- Enable value-added service recommendation skills
- Create technical certification pathways
- Implement performance-based incentive systems

## **H: Holistic Supplier Integration**

**Strategic Intent:** Create symbiotic manufacturer-retailer partnerships

- Co-develop promotional strategies and calendars
- Collaborate on new product launch programs
- Integrate digital catalogues and inventory systems
- Execute joint training and certification initiatives
- Share shopper insights for mutual benefit

## **S: Shopper Insight Application**

**Strategic Intent:** Convert data into actionable growth strategies

- Analyse online search patterns and digital behaviour
- Leverage vehicle registration and usage data
- Personalize promotions based on purchase history
- Optimize pricing through competitive intelligence
- Forecast demand using predictive analytics

## **Hypothetical Implementation Examples**

### **Example 1: EV Tire Shopper Expansion**

#### **Brand Owner Strategy (GUIDE):**

- G: Launch EV-specific tire lineup targeting Tesla, Rivian, and traditional EV owners
- U: Bundle tires with home charging service partnerships and extended warranties
- I: Create subscription models for seasonal tire swaps
- D: Develop low rolling resistance compounds for maximum range
- E: Form cross-functional EV tire innovation teams

#### **Retailer Execution (PATHS):**

- P: Create EV tire experience zones with range impact demonstrations
- A: Prioritize EV-optimized inventory in urban and affluent areas
- T: Certify staff as EV tire specialists with manufacturer training
- H: Partner with EV manufacturers for co-branded marketing

- S: Use EV owner data to predict replacement timing and preferences

## **Example 2: Fleet Replacement Loyalty Program**

### **Brand Owner Strategy (GUIDE):**

- G: Target small to medium fleet operators with tailored programs
- U: Offer bundled fleet management solutions including alignment and rotation
- I: Implement predictive replacement algorithms based on vehicle usage
- D: Create durable compounds for high-mileage applications
- E: Develop dedicated fleet support teams across functions

### **Retailer Execution (PATHS):**

- P: Design B2B-focused service centres with fleet-specific amenities
- A: Stock commercial-grade tires optimized for various fleet types
- T: Train staff on fleet management software and bulk ordering systems
- H: Integrate with telematics providers for proactive service
- S: Analyse fleet data to optimize inventory and pricing

## **Strategic Benefits of Route to Shopper® Deployment**

### **For Brand Owners:**

- Accelerated market penetration across emerging segments
- Enhanced brand equity through expertise positioning
- Increased share of wallet through solution selling
- Improved forecast accuracy and inventory optimization
- Stronger retailer partnerships and channel control

### **For Retailers:**

- Higher conversion rates through expertise-driven selling
- Increased transaction values via service attachment
- Improved customer retention and lifetime value
- Optimized inventory turns and reduced obsolescence
- Enhanced competitive differentiation

# AI & Digital Transformation Opportunities

## Predictive Analytics:

- Maintenance triggers based on driving patterns and vehicle telemetry
- Weather-based demand forecasting for seasonal products
- Personalized replacement timing predictions

## Dynamic Pricing:

- Real-time price optimization based on inventory levels
- Location-based pricing adjusting for local competition
- Seasonal demand curve modelling for margin optimization

## Virtual Experiences:

- AR/VR tire visualization on specific vehicle models
- Performance simulation tools showing grip and handling changes
- Digital twin modelling for wear pattern predictions

## Hyper-targeted Marketing:

- Geofenced promotions triggered by weather events
- Mileage-based replacement reminders via connected car data
- Terrain-specific recommendations using GPS history

# Commercial Excellence Academy Enablement Services

## Capability Building Programs:

- **Route to Shopper® Certification:** Comprehensive training on framework implementation
- **Assortment & Basket Optimization:** Data-driven portfolio management
- **Shopper Insight-to-action Workshops:** Converting analytics into growth strategies
- **Digital Shopper Engagement Accelerators:** Omnichannel excellence programs
- **Retailer-supplier Collaboration Excellence:** Partnership optimization sessions

## Implementation Support:

- Strategic roadmap development
- Pilot program design and execution
- Performance measurement framework creation
- Change management and adoption programs
- Continuous improvement methodologies

## Call to Action: Future-proofing Tire Industry Growth

### For Tire Brands:

1. Embed **Route to Shopper®** principles into product development processes
2. Shift from transactional selling to lifecycle value management
3. Invest in digital capabilities that enhance shopper decision-making
4. Build cross-functional teams aligned to shopper journey stages

### For Tire Retailers:

1. Transform stores into expertise centres, not just transaction points
2. Leverage data to personalize every shopper interaction
3. Create seamless omnichannel experiences that build trust
4. Develop staff capabilities as tire consultants, not just salespeople

### Industry-wide Imperatives:

1. Collaborate on sustainability initiatives that resonate with shoppers
2. Standardize digital information exchanges for efficiency
3. Invest in predictive technologies that anticipate shopper needs
4. Build loyalty programs that reward both purchase and advocacy

## Measuring Success: Key Performance Indicators

### Shopper-centric Metrics:

- Conversion rate by shopper segment
- Average basket size and service attachment rate
- Repeat purchase frequency and timing
- Net Promoter Score by journey stage
- Digital engagement to purchase conversion

## Business Impact Metrics:

- Market share growth by segment
- Gross margin improvement
- Inventory turn acceleration
- Customer lifetime value increase
- Cost-to-serve optimization

## Strategic Capability Metrics:

- Cross-functional collaboration index
- Digital capability maturity score
- Shopper insight utilization rate
- Partner satisfaction scores
- Innovation pipeline value

## Contact

To begin a strategic dialogue on implementing the **Route to Shopper®** Framework in your organization, please contact:

Strategic Partnerships Team

Commercial Excellence Academy

[www.commercialexcellence.academy](http://www.commercialexcellence.academy)

[info@commercialexcellence.academy](mailto:info@commercialexcellence.academy)

*Route to Shopper® is a registered trademark of The Asbiverse Group*

*The Commercial Excellence Academy is committed to helping tire industry leaders transform their businesses through shopper-centric strategies. Contact us to begin your **Route to Shopper®** journey*