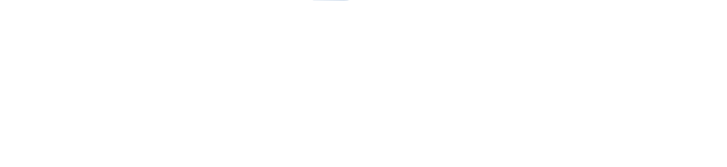
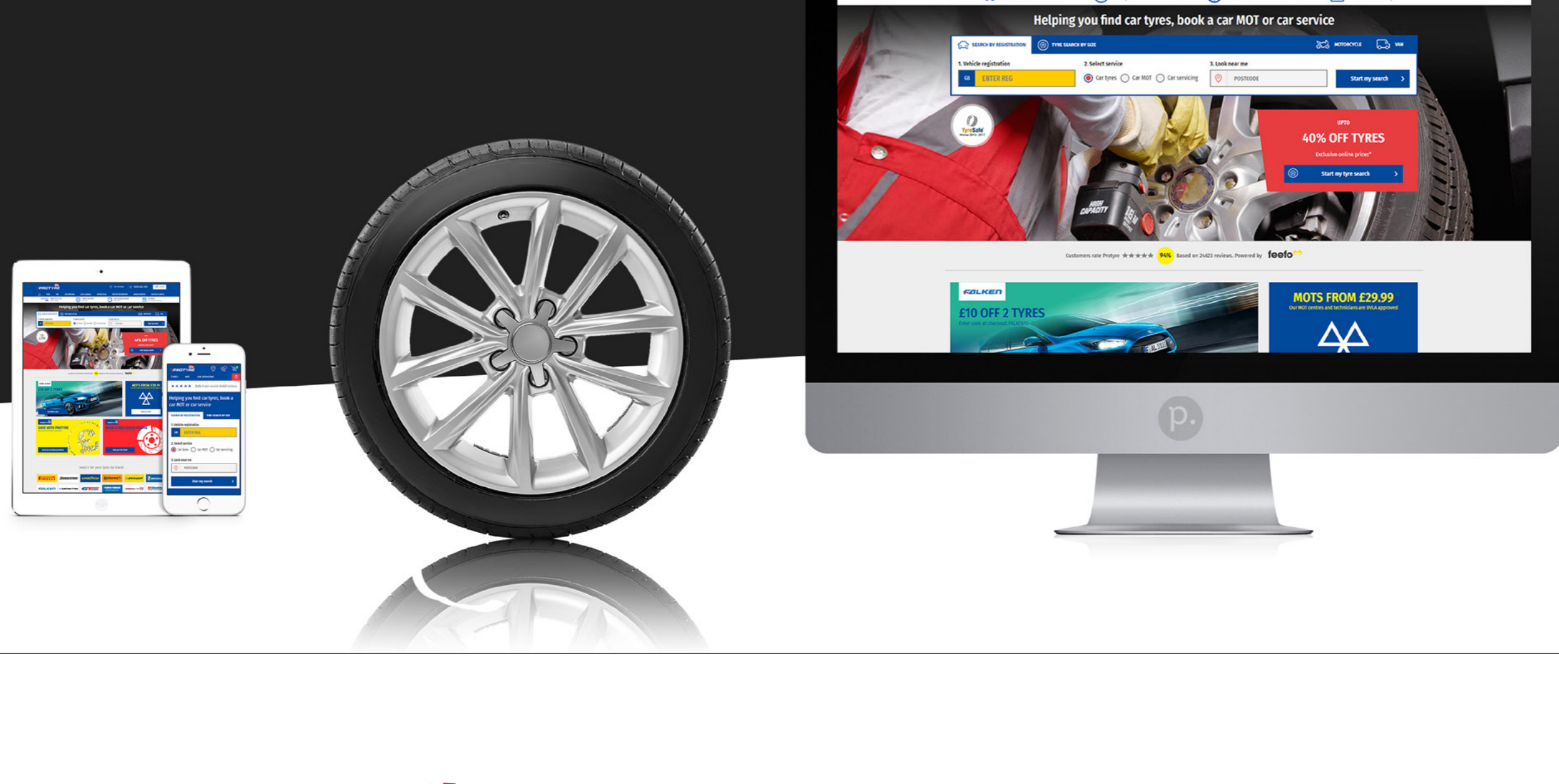




# profound.

## CASE STUDY

### ECOMMERCE RESULTS SOAR FOR LEADING RETAILER FOLLOWING NEW DIGITAL CUSTOMER EXPERIENCE PLATFORM



#### The company

Prottyre is part of Micheldever Group - the fastest growing wholesaler, distributor and retailer of tyres in the UK, selling over six million tyres nationwide, (20 percent of the total UK market) every year. Micheldever Group is part of Sumitomo Rubber Industries Ltd.

The Prottyre retail chain has 143 tyre centre centres across the UK and continues to grow through new acquisitions. It is one of the largest chains of fast fit and mechanical garages in the UK with a passionate focus on understanding their customers, constantly striving to deliver the very best customer experience and service.

With outstanding levels of customer satisfaction and reviews for their in-store experience, it was vital to reflect this in the online ecommerce experience.



#### The business challenge

The business has ambitious growth plans and the digital strategy is a key part of that ambition ensuring customers, on any device, can explore tyre options, book a tyre fitting and book an MOT. The previous website did not have a mobile-first design and lacked any built-in personalisation or marketing automation tools. This was hampering website conversions and ecommerce sales.

There were four main challenges:

- To create a mobile-first design to improve conversion and mobile ranking on Google
- To generate more traffic and revenue
- To mirror the work done offline to make the brand more grown up
- To deploy a platform that could leverage the customer understanding from the marketing database



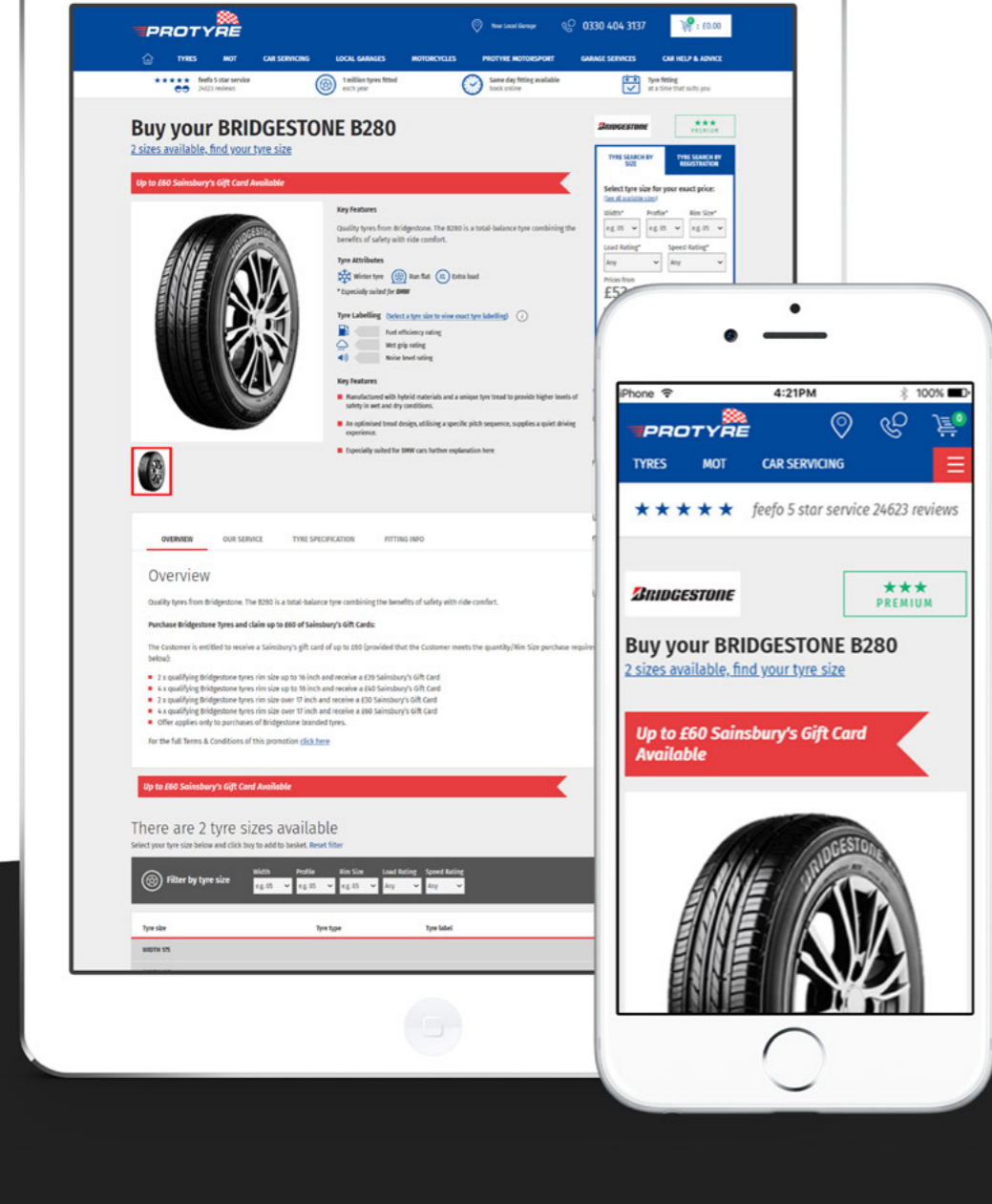
#### The solution

The new website was delivered by Profound who helped carefully assess Prottyre's target persona, map out all the user journeys and produce the website structure and creative designs. Prottyre chose Kentico for the CMS and ecommerce functionality. As a Gartner-rated solution for digital customer experience, Kentico provides an integrated CMS, Ecommerce and Marketing Automation platform – all of which are critical to Prottyre's business. It is also very easy to use for content editors which is critical for a marketing team with lean resources.

The platform is hosted in Microsoft Azure and harnesses many of the Azure Web & Mobile features. This provides a secure environment and enables Profound to optimise the website across all aspects of system integration, on-site search, CDN and page-load speeds. It also has particularly useful components like Traffic Manager, Logic Apps and SQL database all of which made the website project much easier to deploy and manage.

Profound integrated the Kentico CMS into Prottyre's internal systems for CRM, stock and scheduling. This provides web visitors a personal touch with tyre recommendations for their vehicle based on their car registration, and helps to create a frictionless buying experience, where users can also book their car in for an MOT check at the same time.

The outcome means that Prottyre can now use all aspects of an advanced digital customer experience platform to help meet their strategic objectives. This ranges from content management to online marketing and ecommerce (with up-sell), whilst accommodating quite complex price scenarios across MOT's for different centres across the Prottyre retail estate.



#### The result

Morgan Jamison, Head of Retail Marketing for Prottyre comments:

"We have been delighted with the outcome that the website is delivering, and excited about the even greater value we can see in the future.

Profound helped us to deliver a first class result in terms of an ecommerce website re-design, system integration and ongoing optimisation. We are an incredibly ambitious business with big growth plans and the marketing team now has a great platform to help us meet our objectives. Our confidence is based on the spectacular results the website is already achieving.

In its first full month the conversion rate from a mobile device doubled year on year.

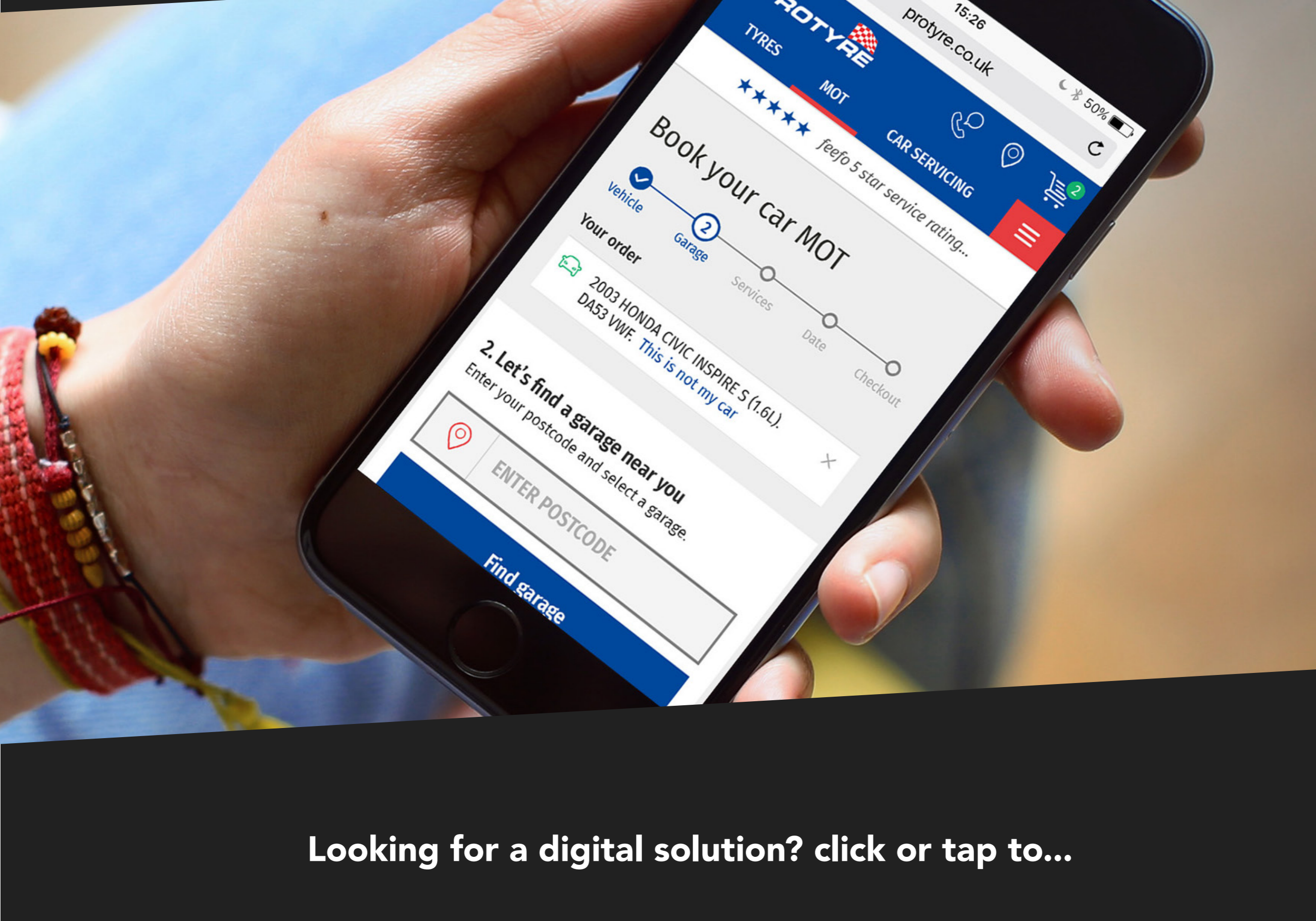
Search engine visibility and rankings on a mobile device has also dramatically improved. As a result, traffic from a mobile device has increased YOY by 53%. Increased traffic and increased conversion rates (across all devices, not just mobile) have led to increased e-commerce sales.

The year on year business impact has been phenomenal:

- Revenue Growth at 67%
- Profit Growth at 64%
- Online Tyre Units at 136%
- Online MOT bookings at 76%

In summary, all objectives were met in spectacular fashion. We also now have a slick, better branded site that gives the consumer added reassurance. In conjunction with our marketing database the platform is ready to leverage Prottyre's in-depth understanding of our customers.

Profound has demonstrated great design and technical expertise and, for a business-critical ecommerce site, that combination of skill is invaluable - all in all, the project has been a great success!"



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