



CASE STUDY

# Jax Tyres & Auto Create an Award-Winning CX Transformation

JAX Tyres & Auto specialises in the sales and service of tyres, wheels, brakes, suspension and quick-fitting mechanical. The company operates through more than 85 franchised stores in Australia, serving over 600,000 customers per year. As a challenger brand, JAX has taken on an ambitious customer-first growth strategy over the last 12 months. Through this transformation, JAX has established itself as the most trusted brand in the tyres and auto market, supporting Australian motorists at a time when it is most needed.



2020 Winners of Best CX Transformation

## Experience Improvements At-A-Glance:

- + In the past two years, NPS has increased from 78 to 83
- + Franchisees are rewarded and incentivised for customer-centric behaviours
- + The successful CX strategy is now set to be replicated globally by parent company

## Business Improvement At-A-Glance:

- + Proven link between better CX and store profitability
- + Repeat business is up from 58% to 72% in the last two years
- + Sales and EBITDA have exceeded targets with both growing by 20%+ YoY for the past two years
- + Earlier this year, sales hit an all time record, 22% higher than best



## THE CHALLENGE:

### JAX's Franchise Model Presents Unique Obstacles

In 2018, JAX embarked upon an ambitious strategy to make high-impact CX part of the business' DNA by driving repeat purchases and supporting new customer acquisition. When designing their approach to experience improvement, JAX knew that their Business-to-Franchisee (B2F) model would mean that engaging franchisees would be the key to its success. To guarantee high participation, JAX's experience program needed to support what is most important to store owners: measurable business impact.

## THE OPPORTUNITY

### Use Technology and Strong Leadership to Show Franchisees the Impact of CX Success

Leadership was mission critical for this CX transformation. JAX's CEO, Steve Grossrieder, has led CX initiatives from the frontline and was therefore able to use his experience to enable a high-performance team to take on this transformation.

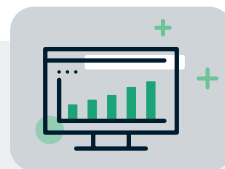
Partnering with InMoment, this team has launched and embedded a first-class experience improvement initiative across the business. Having real-time access to a combination

of Voice of Customer / Employee / Franchisee insights helps the business identify opportunities to improve best practices and performance across the store network. Using InMoment's technology, the JAX team closes the loop on customer challenges—with an added step of re-measurement. JAX is proud to re-survey each piece of feedback to make sure customers are happy after the business reaches out to resolve their feedback.

To activate an accelerated CX strategy, JAX created ambitious customer service goals and established a new L&D capability to help with the rollout to franchisees.

To measure and manage execution consistency and track financial impact of the strategy, a balanced scorecard was developed using:

- SOS KPI Framework: Service excellence + Operational effectiveness = Sales performance
- Holistic CX Measurement Framework: Encompassing Voice of Customer, Voice of Employee & Voice of Franchisee programs



JAX has been able to demonstrate a direct link between CX and higher profits. Franchisees who achieve higher NPS scores are showing **an additional revenue per annum of \$52,000+.**



## THE IMPACT

### Incredible Business Uplift & National Recognition

The business has seen incredible growth—even in the face of a global recession—with sales hitting an all time high earlier this year (22% higher than best).

Investors have taken notice of JAX's customer-first strategy. The CX transformation that JAX has undergone is considered groundbreaking within the Australian retail industry, and is now set to be replicated globally by parent company, Hankook.

Finally, CEO Steve Grossrieder has been praised for his customer-centric leadership, as noted by an August interview with CEO Magazine. He also led the business to win two awards in the 2020 CX Awards.



JAX Tyres & Auto wins  
2020 Best CX Transformation

Steve Grossrieder wins  
2020 CX Leader of the Year

**If you'd like to discuss your unique requirements and our experience in your industry, we'd be delighted to assist.**

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