



CLIENT STORY

JAX Tyres & Auto Drives Success with InMoment's Reputation Management Technology

A Journey of Productivity, Cost Reduction, and Workflow Automation

JAX Tyres & Auto specialises in the sales and service of tyres, wheels, brakes, suspension, vehicle servicing and quick-fitting mechanical. The company operates a network of over 92 stores in Australia, serving over 700,000 customers per year. As a challenger brand, JAX has taken on an ambitious customer-first growth strategy over the last 12 months, resulting in not one—but TWO—Best CX Transformation awards. Most recently, the business has implemented InMoment's [online reputation management software](#) to optimise employee productivity, automate workflows, and ultimately, reduce costs across the business.

BUSINESS RESULTS AT-A-GLANCE:

- ⚡ 50% increase in productivity
- 🕒 Individual response times dropped from 15 minutes to 15 seconds
- ★ 100% of reviews are responded to within 24 hours

The team at JAX Tyres & Auto (JAX) believes in doing things differently. They're not your typical tyre and auto service company—in fact, they're here to redefine the industry and offer customers a unique experience. A personalised customer experience is essential for this brand, which is why they believe in responding to every single customer review as quickly as possible.

THE CHALLENGE:

Responses Sounding All the Same, Too Many Platforms, Not Enough Time

The CX mission is simple: to provide top-notch service and quality products, ensuring every customer leaves with a smile. But achieving this mission was not without its challenges.

In the tyre industry, customer reviews are like gold. JAX wanted to ensure that every review, positive or negative,

received a personalised response—which makes sure customers feel heard, valued, and ultimately inspired to return.

JAX was already tracking reviews through various platforms but it was like trudging through quicksand. The manual process of responding to each review was overwhelming for the team, and because of the lag in the other platforms, sometimes the team were double handling responses. Over time, reviews started sounding the same, and they knew something had to change. At that point, the InMoment team recommended a reputation management solution as a way to address the underlying challenges.

THE SOLUTIONS:

One Platform For All Review Sites

The online reputation management software platform was a game-changer for JAX. It brought efficiency within the team to close the loop with Google Reviews, social media websites, and other feedback outlets. The automation around positioning reviews and leveraging AI to generate custom review responses based on specific feedback received were just what the business needed to optimise employee productivity, and make sure every single customer review is addressed. Customised templates allowed JAX to stay at the forefront of technological advancements and respond as swiftly as possible. The team had a central repository access point to respond to all Google reviews, social media websites, and others network-wide, eliminating the need to log into each separate platform.





THE IMPACT:

Quicker and Higher Quality Responses

For the JAX team, it used to take hours to respond to reviews, however now the team can deliver the same high quality, personalised reviews within minutes. With this new cutting-edge reputation management and online review technology, they are able to consistently meet a 24-hour response time, in line with JAX's Service Level Agreement.

An individual response used to take about 5 minutes, but with the AI-powered technology, it is now down to a lightning-fast 15 seconds—all with the same personalised customer experience that sets JAX apart. The best part? Responses now have a different voice in each review, avoiding any repetition and making customers feel genuinely valued.

THE RESULTS:

The business has freed up a significant amount of time, allowing the team to focus on more complex tasks and pre-purchase related journeys. This, in turn, has improved productivity, allowing employees to spend more time reducing pain points across the network, which ultimately drives consistency and success across the entire business.

JAX has also seen an increase in pre-purchase research and bookings. As the team delved into the metrics, they found that the reputation management solution has had a positive impact on retention, acquisition of new clients, cost savings, and customer loyalty.

At JAX, customer centricity is ingrained in the DNA of the entire business. All partners, franchisees and their staff partake in ongoing training programs to understand an outside-in view of the new omni-channel customer journey. The collective commitment to improving CX helps drive an unrelenting focus on the moments that matter to each customer—every day.

To see how reputation management can work for your business—get in touch:

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