



## CASE STUDY | PROTYRE

*“In the short time that I have been working with KMB they have provided great feedback on how to improve the performance of our campaigns, taking a refreshingly collaborative approach with a strong commitment to delivering results.”*

### CAMPAIGN OBJECTIVE:

To book customer’s in for an MOT with their local Protyre depot, focusing only on vehicles that have yet to have an MOT with Protyre. The campaign follows-up offline mail received by the customer 6 weeks before their MOT month, with a call to book the customers MOT appointment made by KMB at 5 weeks before their MOT month.

### CAMPAIGN LENGTH:

The campaign has been running for approaching one year and will continue to run on an ongoing basis.

### CLIENT DESCRIPTION:

Protyre is the UK’s fastest growing chain of fast fit tyre and mechanical centres with a growing network of 107 branches, supplying a complete range of tyres, from premium to economy, for all makes and models of cars, vans, 4x4s and motorcycles, as well



as offering MOTs, mechanical repairs and servicing. Protyre is service driven to ensure technical expertise, quality and customer care, making it the local garage people can trust. Protyre is the retail arm of Micheldever Tyre Services Ltd, a wholesaler, distributor and retailer of tyres.

[WWW.PROTYRE.CO.UK](http://WWW.PROTYRE.CO.UK)

### RESULTS:

Since working with KMB the conversion rate of Protyre’s telemarketing campaigns has increased by 144% from 9% to 22% and cost per sale has decreased by 35%. Consider that this is for new business customers whose vehicles have not had an MOT with Protyre before. This has been generated by KMB’s consultative approach to campaigns. The feedback on areas that required improvement from data quality to list targeting has brought about this remarkable change, along with ongoing development of the call script, and optimised call scheduling to maximise periods of high conversion rate. The campaigns continue to improve as Protyre and KMB strive to continually improve results. Protyre look forward to working with KMB for the foreseeable future.

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