



## CASE STUDY - MICHELDEVER

“KMB have achieved a return on investment that Micheldever are very pleased with resulting in the continuation of the relationship for over 3 years.”

### CAMPAIGN OBJECTIVE:

Calling on behalf of their Protyre business unit the objective of the campaign is to secure more Mot business and fill MTS's ramp capacity whilst maintaining a very high standard of customer service and handling any additional requests from the customers.

### CAMPAIGN LENGTH:

The campaign has been running since 2016 and will continue to run on an ongoing basis.

### CLIENT DESCRIPTION:

Protyre is the retail arm of Micheldever Tyre Services Ltd. With 87 centres, Protyre is one of the UK's largest independent chain of fast fit and mechanical centres.

### RESULTS:

KMB have achieved a return on investment that Micheldever are very pleased with resulting in the continuation of the relationship for over 3 years.



1476 face to face appointments generated in 2018\*

\* KMB created across all campaigns