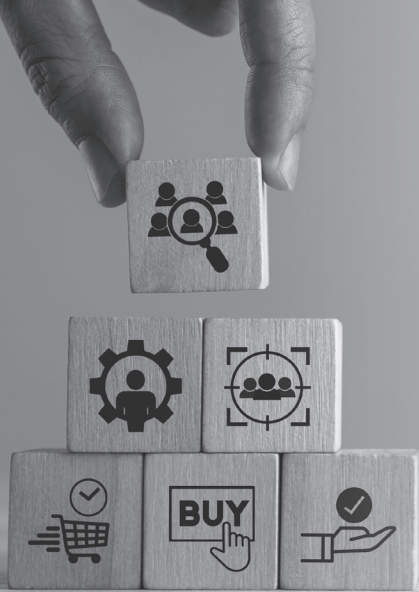




SHIFT™



BRIDGING DEALER DISCONNECTS TO DRIVE GROWTH

How SHIFT Empowered a Global Tire Manufacturer
to Strengthen Dealer Relationships and Accelerate Sales

CASE STUDY 2025

INTRODUCTION

This case study highlights how SHIFT helped a leading global tire manufacturer address critical challenges in building customer relationships and brand loyalty. Facing a disconnect between the distributor and dealer networks—due to limited insight into dealer activity and a lack of customer relationship platform—the company struggled to strengthen brand attribution and incentivize purchases of their products.

CLIENT BACKGROUND

A leading global tire manufacturer faced a common but integral challenge: a lack of visibility into its dealer network that impeded brand loyalty and sales growth in a key tire segment. Despite strong distributor engagement, limited insight into dealer activities and a lack of effective customer relationship platform created gaps in engagement, and incentive management.

CHALLENGES



DISCONNECTED CHANNEL

Without clear insights into who their dealers were or what products they sold, the manufacturer struggled to connect with dealers directly.



LIMITED CUSTOMER ENGAGEMENT

The absence of tailored programs or incentives meant dealers had little motivation to prioritize this manufacturer's products over their competitors'.

STRATEGIC SOLUTION

SHIFT designed an end-to-end, technology-driven channel marketing program to bridge these gaps, focusing on transparency, engagement, and streamlined operations:

1

PILOT AND LAUNCH

Starting with core distributors and dealers, the client, with SHIFT support, tested the program before expanding it at a major trade show—leveraging high-touch engagement to maximize adoption.

2

DEALER ONBOARDING

Simplified digital signup and enrollment forms captured detailed contact and sales data, enabling deeper dealer insights and improved communication segments.

3

INTEGRATED PLATFORMS

SHIFT developed two distinct but connected portals:

Dealer Platform allowing dealers to access a comprehensive claims dashboard per location, access program resources/sales materials, and view active promotions & incentives.

Claims Processing Platform where distributors securely upload dealer claims, validated through backend logic to ensure compliance and accuracy.

4

INCENTIVE ALIGNMENT

Carefully structured rewards motivated both dealers and distributors. SHIFT managed all ACH payments, providing timely settlements and transparent reporting.

5

BRAND SUPPORT

Unique access to the platform was available to employees of the tire manufacturer. This restricted view of the platform allowed for ordering of branded materials for customers to enhance brand visibility and dealer advocacy.

RESULTS

Surpassed Enrollment Targets

The program achieved **200%** of its annual dealer signup goal within a few months, demonstrating rapid adoption and market receptivity.

Accelerated Payouts

Dealers received monthly payments, within two weeks of the close of each month—leading to strong engagement and early ROI.

Enhanced Visibility

The manufacturer now benefits from actionable insights into dealer sales patterns and improved connectivity throughout its channel ecosystem.

Strengthened Relationships

Real-time, transparent communication and aligned incentives fostered closer collaboration among manufacturer, distributors, and dealers.

CONCLUSION

SHIFT's tailored, integrated channel marketing solution empowered the tire manufacturer to overcome longstanding challenges in customer relationship management. By simplifying complexity with cutting-edge technology and thoughtful program design, SHIFT transformed disconnected channels into a cohesive, motivated network driving sustained growth and loyalty.

This case study exemplifies SHIFT's commitment to partnering with forward-thinking organizations seeking clarity, trust, and measurable progress in their digital transformation and channel engagement strategies.

