

Benefit of dynamic tread detection for car workshops

- Raising the measuring rate
- Raising the address rate of the relevant customer group
- Optimisation of internal processes

Your advantage as a car workshop: Drastic increase of address rate. Please consider: Approx. 20% of all vehicles circulate with at least one tire with a tread depth below 3 mm. So do your clients. Clients, who will purchase tires soon, also from you. We like to show you with the following calculation by the example of a model-car-workshop*, where this potential is hidden:

	Before	After
	Model-Car-Workshop* without ProContour H3-D causa	Model-Car-Workshop* with ProContour H3-D causa
12.500 client vehicles/year, thereof objectionable (tread < 3 mm)	2.500	2.500
Address rate	25%	75%**
↓		
Not every addressed client will buy. Therefore we calculate with a success rate of 50% and the condition that tires will be replace pair wise.		
Sold tires/year	625	1.875
↓		
Average profit/year	9.375,00 €	28.125,00 €

Potential of those additionally addressed clients per year:

$$625 \text{ clients} \times 2 \text{ Tires} \times 15,- \text{ EUR} = 18.750,- \text{ EUR}$$

This additional gain does not yet consider the earnings of the relative service and effects of cross selling (rims etc.) or process optimisation.

Moreover you can inform your visitors automatically about your competence also in tire service.

* **Model-Car-Workshop:**

- 50 movements of client vehicles per day (not only direct workshop accesses)
- According to branch experts, only 25% of the potential is used to address clients specifically for tires.
- 250 working days per year
- Gain of the sale of one tire, without service: 15,- EUR

** The address rate theoretically could be raised to 100%. For reasons of safety in calculation we considered only 75% to cover drop-outs like system maintenance or other circumstances.