



Overview

About the Client: National Tire & Service Group

National Tire & Service Group is a leading multi-location automotive service provider with over 75 locations across the United States. Specializing in tire sales, maintenance, and light repair services, the company serves thousands of customers monthly across diverse markets.

As the organization scaled, leadership identified a growing need to standardize customer communication, increase repeat visits, and maximize lifetime customer value across all locations.

By partnering with Fugutech, the group deployed AI-driven, personalized messaging to transform customer engagement at scale.



Challenge

Operating across dozens of locations, National Tire & Service Group faced systemic challenges common to enterprise-level operators:

- Inconsistent customer follow-up across locations
- Missed revenue from declined tire replacements and deferred services
- Low response rates from traditional outreach (email, outbound calls)
- Limited visibility into customer engagement performance across the network
- Difficulty driving repeat visits and maintaining brand consistency

Leadership needed a solution that could **standardize communication, scale efficiently, and directly impact top-line revenue** without adding operational burden.

Solution:

Fugutech implemented its AI-powered engagement platform across all locations, enabling consistent, personalized communication with every customer.

Key components included:

- AI-generated avatar messaging delivered via SMS
- Personalized outreach tied to service history (tire wear, rotations, replacements)
- Automated follow-ups for declined services
- Appointment reminders and service recalls
- Re-engagement campaigns for inactive customers

Each message was designed to feel human and location-specific, while being centrally controlled and deployed at scale.

The platform integrated seamlessly with existing systems, allowing leadership to maintain oversight while empowering each location to perform at a higher level.

Results:

Fugutech's platform delivered measurable impact across enterprise KPIs:

Open Rate:

96%+ SMS open rate across all locations, dramatically outperforming traditional channels

Revenue Recovery:

Significant increase in conversion of previously declined tire and service recommendations

Customer Retention:

Higher repeat visit rates driven by consistent, timely follow-up

Operational Efficiency:

Reduced dependency on manual outbound calls from service advisors and front desk staff

Network-Wide Performance Visibility:

Centralized insights into engagement, conversion, and campaign effectiveness across all locations

These results led to:

- Increased average revenue per customer
- Higher service bay utilization across locations
- More predictable and scalable revenue growth
- Stronger brand consistency across the entire network
- Improved valuation metrics tied to customer retention and lifetime value

Key Takeaways

This case study demonstrates how enterprise automotive service groups can unlock significant revenue and operational efficiency through standardized, highly-personalized communication.

By deploying Fugutech across its network, National Tire & Service Group transformed fragmented outreach into a **scalable, revenue-generating system**—improving both day-to-day performance and long-term enterprise value.

Performance Highlights

310% Increase in Customer Engagement

96% SMS Open Rate

20%+ Increase in Service Conversion Rates

Average results across Fugutech enterprise clients





**average results across all of Fugutech*

Conclusion

For multi-location operators, growth is no longer just about adding locations—it's about maximizing performance across every customer interaction.

Fugutech enables enterprise businesses to centralize communication, increase customer lifetime value, and drive consistent revenue across all locations.

The result is not just improved performance—but a more valuable, scalable, and resilient business.

Contact Information

For any questions or clarifications, please reach out to the project lead:

Sales Team
sales@fugutech.co
fugutech.co