

FILE 01 / 09 Prepared for multi-location tire retailers

# Your next set of four is *in* your *DMS*.

An operating playbook for **multi-location tire retailers** — how Fugu recaptures the replacement-cycle, lifts service attach on every install, and protects every store's local-search position before same-store sales ever wobble.

OPERATING BRIEF	
SUBJECT	Multi-location tire retailer
ASSET	200+ stores • retail & commercial
VITALS	Sub-4.5 stars • 50%+ cycle leakage • sub-attach
DIAGNOSIS	Silent revenue per store-month
PLAN	9-page operating brief
ISSUED	Irvine, CA • 2026

COMP • TURNKEY

95%+

DIAGNOSIS • 2026

# Three silent *revenue leaks* are draining same-store sales.

In a 200-store retailer, each leak below is quiet, habitual, and already priced into your comps. None of them trigger an alert in the DMS — they only show up on next year's same-store sales line and your replacement-cycle recapture rate.

## 01 THE MISSED REPLACEMENT CYCLE

### Customers who bought four tires from you 36 months ago — and four from someone else last month.

The cycle is predictable. The follow-up isn't. Email reminders open at ~20%. By the time the next set is due, the customer has already walked into the chain six minutes away. You never see the install ticket that didn't happen.

**50%+**  
OF BUYERS DON'T RETURN FOR THE NEXT SET • PER-STORE TICKET LOST

## 02 THE SERVICE-ATTACH GAP

### Tires installed without the alignment, balance, road-hazard, or TPMS service that should travel with them.

Service writers are bandwidth-bound. The pitch happens at the counter or it doesn't happen at all. Every uncaptured attach is margin you've already earned the lead for — and ticket left left sitting in the bay.

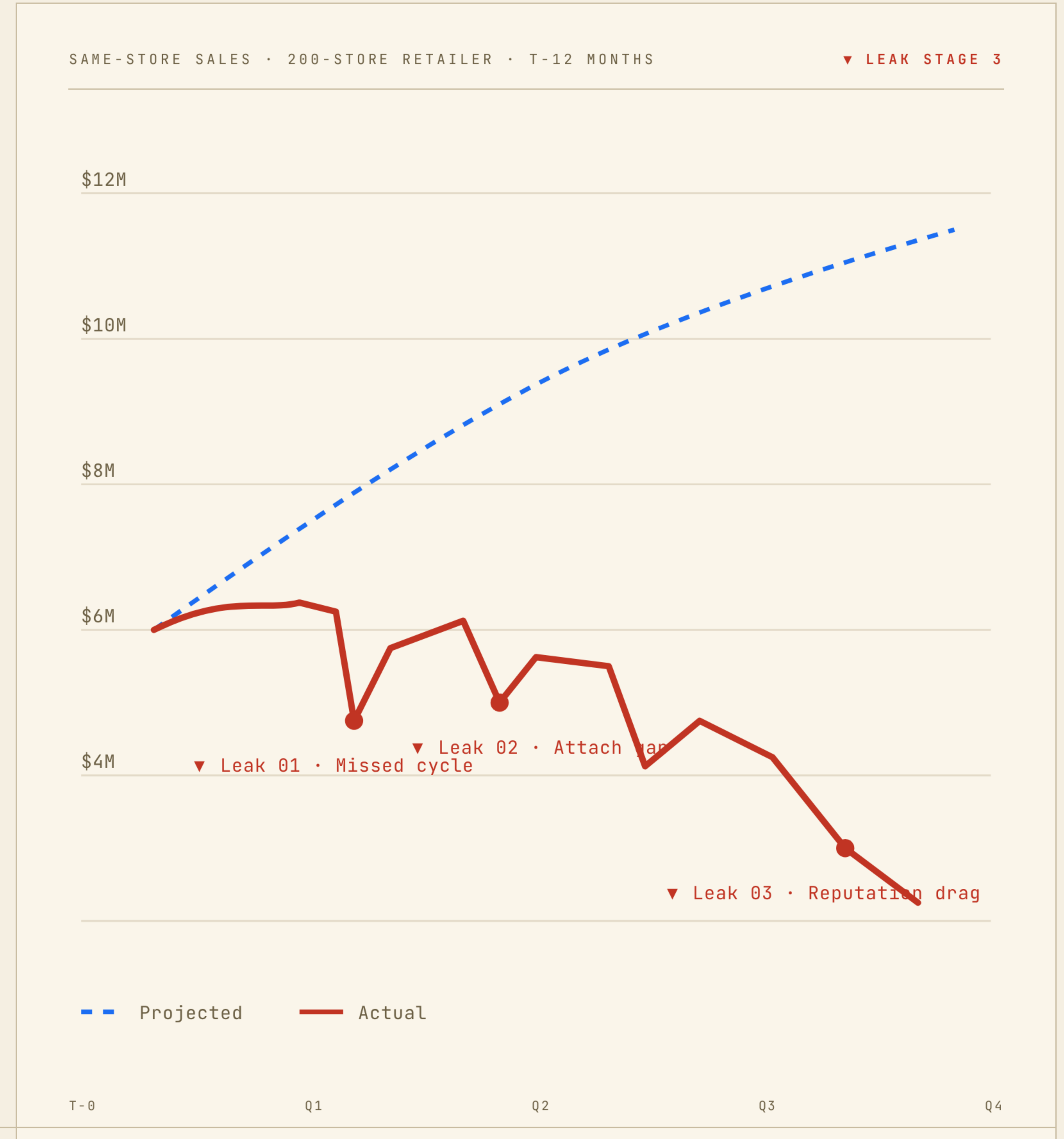
**~22%**  
ATTACH GAP VS. BEST-IN-CLASS • MARGIN LEFT IN THE BAY

## 03 THE REPUTATION DRAG

### Sub-4.5 star ratings quietly throttle every store in the portfolio.

Below 4.5 stars on Google, click-through on local search drops a third. The competitor six minutes away — rated 4.6 — wins the appointment. You never see the quote request that wasn't submitted.

**-32%**  
LOCAL-SEARCH CLICK-THROUGH BELOW 4.5 STARS



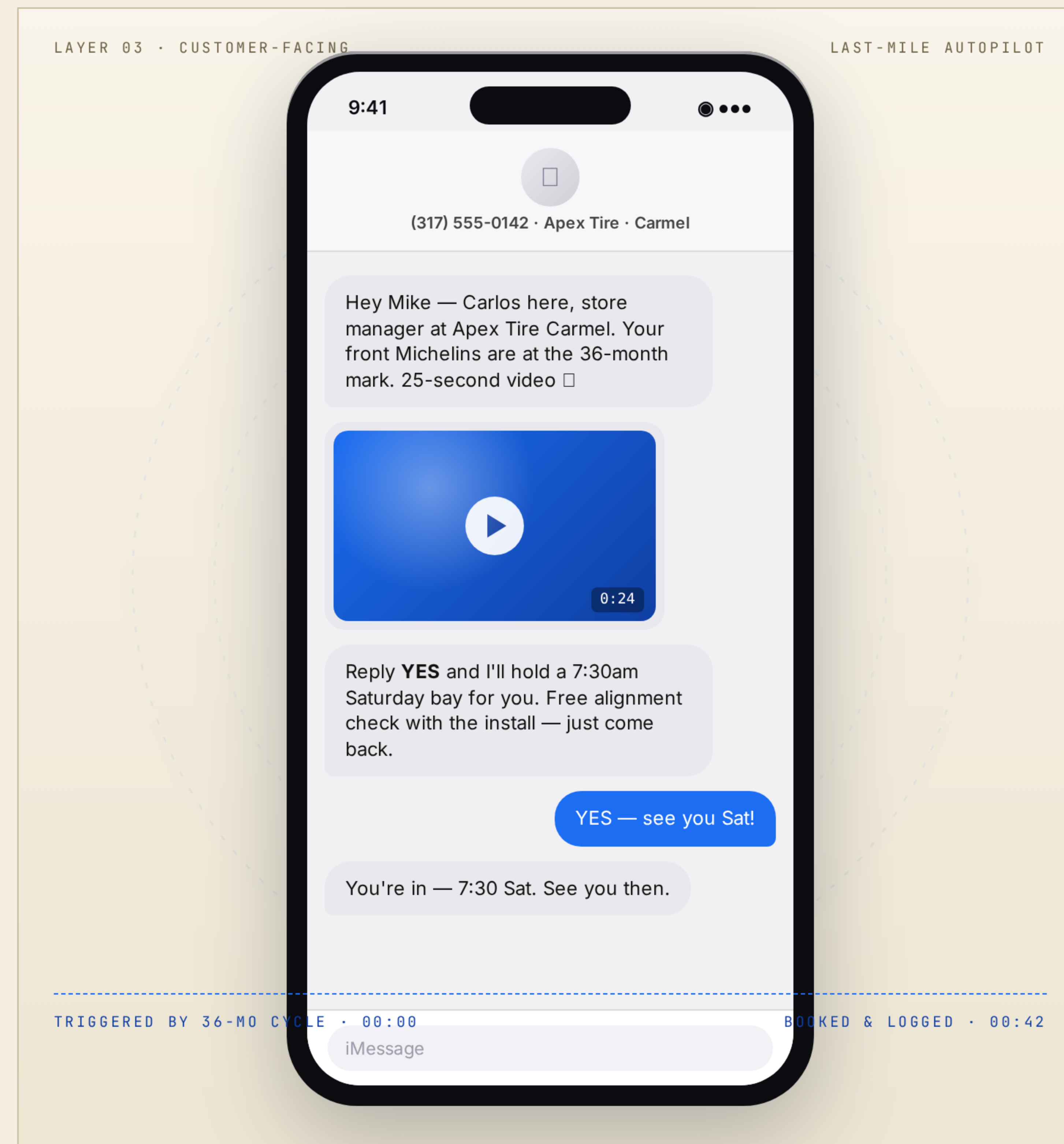
INTERVENTION • MEET FUGU

# Fugu is the *AI layer* between your DMS and your customer's phone.

One platform. Infinite personalization. Zero extra work for the service writer.

Fugu plugs into the DMS and POS stack you already run, detects the moment a customer hits the 36-month mark or rolls out of the bay, generates a hyper-personalized video from your store manager's AI likeness, and delivers it by SMS — where attention actually lives. They tap. They book. They come back. The cycle closes itself.

*Turns 3-year-old install into booked appointment — and a 4.2 star rating into a 4.5 — without adding a single FTE.*



ENGINE 01 OF 02

# Eliminating *follow-up friction.*

Postcard reminders and quarterly email blasts are not follow-up — they're decoration. Fugu intercepts customers where attention actually lives: the only inbox they open every time. Their text messages.

METRIC	TRADITIONAL FOLLOW-UP STACK	THE FUGU ENGINE	DELTA
<small>OPEN RATE</small> <b>Reach</b>	~20% Email · generic · mostly archived	<b>95%</b> SMS · personal · instantly surfaced	+5× Attention
<small>CLICK-THROUGH</small> <b>Action</b>	2–5% Email · industry benchmark	<b>32%</b> SMS · book the bay or accept the attach in-thread	+10× Conversion
<small>SERVICE-WRITER EFFORT</small> <b>Labor</b>	High Outbound calls · counter-time pitches	<b>Zero</b> DMS-triggered · fully autopilot	-100% Headcount
<small>PERSONALIZATION</small> <b>Voice</b>	Generic "Dear customer" · placeholder fields	<b>Hyper-specific</b> Customer name · manager likeness · vehicle & tire history	1:1 At scale

Five times the attention. Ten times the click. *Zero* additional headcount.

SOURCES

- FUGU PLATFORM TELEMETRY, ROLLING 12 MO.
- MODERN TIRE DEALER CUSTOMER-RETENTION BENCHMARK, 2024
- MAILCHIMP AUTOMOTIVE-SERVICES EMAIL BENCHMARK, 2024

THE OPERATIONAL DIVIDEND

# Automating customer follow-up doesn't just recover the cycle. It *lifts every store's comp.*

Three numbers your CRO will care about. Each one is attention you start capturing — and labor you stop spending — across every store in the portfolio.

REACH • OUTBOUND

95%

ACTION • CLICK-THROUGH

32%

REPUTATION • REVIEW VOLUME

+40%

Consistently recover installs, attach, and reviews *without adding a single phone call* to your service-writer team.

ENGINE 02 OF 02

# Driving new customer *acquisition.*

Fugu doesn't just plug leaks; it builds an organic flywheel of new tickets. Every recovered customer becomes a five-star review. Every review compounds your local search rank. Rank drives quote requests. Quotes convert. The wheel turns itself — at every store in the portfolio.

REFERENCE CASE • ILLUSTRATIVE COMPOSITE

COMPOSITE

## Apex Tire Centers • 200-store regional retailer • 12-month rollout.

OPERATOR

Multi-location tire & service retailer

FOOTPRINT

200 stores • Sun Belt & Midwest

DEPLOYMENT

12-month phased rollout

INTEGRATION

DMS & POS-native

*i.*

### PRESENTING

Strong installer reputation in-store but bleeding revenue at the silent edge of the funnel. Email reminders opening below 20%. Replacement-cycle recapture stuck around 45%. Service attach (alignment, balance, road-hazard) trailing best-in-class by ~22 points. Average store rated 4.2 — below the local-search threshold. Same-store sales flat YoY.

*ii.*

### INTERVENTION

Fugu deployed across 200 stores over 12 months. Three triggers: 36-month replacement cycle, post-install attach follow-up, and completed-ticket review request. Each fires a personalized SMS video from the store manager's AI likeness. No service-writer workflow change. Strict Google review-gating compliance throughout.

*iii.*

### MODELED OUTCOME AT 12 MONTHS

**+40%**

Google review volume • 4.2 → 4.5 stars portfolio-wide.

**+18%**

Replacement-cycle recapture • install tickets that would have gone elsewhere.

**+22%**

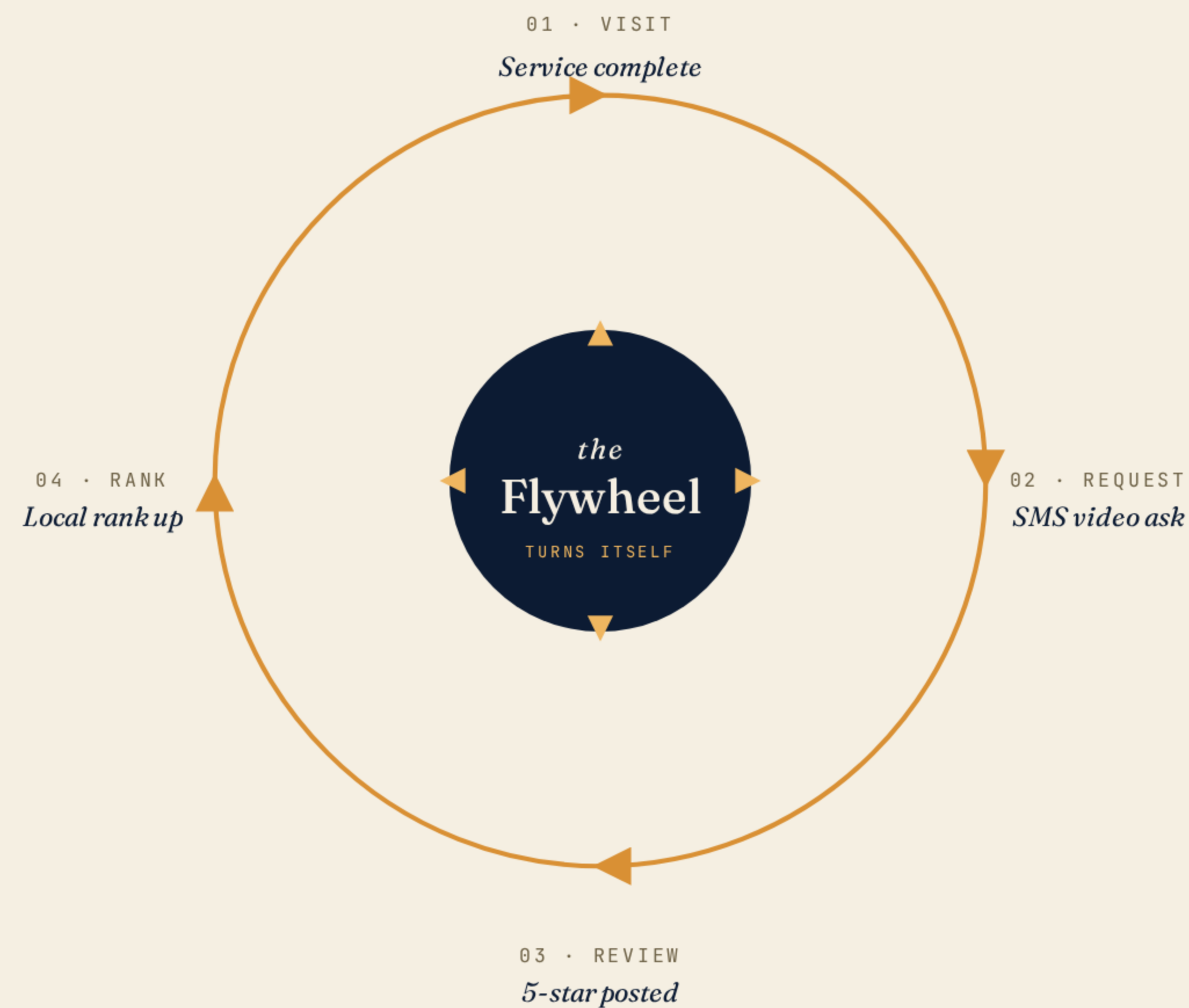
Service-attach lift • alignment, balance, road-hazard captured at install.

Illustrative composite case • Apex Tire Centers is a representative model — not a real customer. Outcomes are modeled from Fugu platform telemetry (95% open • 32% CTR • +40% review volume) applied to public tire-retail benchmarks (~50% replacement-cycle leakage • 36-month average tire life • \$700-\$1,200 install-ticket avg • 22-point attach gap vs. best-in-class). At a 200-store operator, an 18-point cycle recapture and 22-point attach lift map to a high-eight-figure same-store sales impact. Verified multi-store reference accounts in onboarding, 2026.

MECHANISM · THE FLYWHEEL

# How 5-star reviews compound into *local dominance*.

Every automated post-service review request starts a wheel that doesn't stop turning. Each rotation lowers your cost per new customer and raises the floor under your weakest store.



+40%

REVIEWS · VOLUME

Modeled lift in Google reviews per store, portfolio-wide.

4.5 ★

RATING · ACHIEVED

Star rating, up from 4.2 — above the local-search threshold.

+18%

CYCLE · RECAPTURE

Modeled replacement-cycle recapture at the store level.

Automated, personalized video requests yield a *32% click-through rate* versus 2–5% on email — and Google's ranking algorithm notices.

DEPLOYMENT • TURN IT ON, LET IT RUN

# The *3-step* autopilot.

Integrates with the DMS and POS stack you already run. Standardized across every store in the portfolio. Turn it on once. Let it run forever.

STEP 01 • TRIGGER



## The *Trigger*

A customer hits the 36-month replacement mark. A service ticket closes without attach. An install completes. Fugu auto-triggers the moment the event posts in your DMS — no service-writer input required.

LATENCY < 30 SEC

STEP 02 • ENGINE



## The *Engine*

AI composes a hyper-personalized video — customer name, store manager likeness, vehicle and tire history, suggested action — in seconds. Script, voice, face, delivery window: all automated.

BUILD TIME < 60 SEC

STEP 03 • CAPTURE



## The *Capture*

Text delivered. 95% open. Customer taps to book the bay, accept the attach, or leave a review. Fugu writes the action back to the DMS and logs the touchpoint. Cycle recovered. CAC down. No one picked up a phone.

HUMAN TOUCHES ZERO

*No human effort required beyond this point.*

THE CLOSE

# Zero risk. *All upside.*

Recapture the replacement cycle. Lift service attach. Dominate local search at every store. Do it on a 30-minute working session, on our dime.

Book a 30-minute working session.



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THE FUGU PLEDGE

If we don't show you a clear path to **3x ROI** on our demo, we'll buy your team lunch. No pitch, just value.

NEXT STEP – EMAIL US AND OUR TEAM WILL REPLY WITHIN ONE BUSINESS DAY TO SCHEDULE A WORKING SESSION AND WALK YOUR PORTFOLIO THROUGH EXACTLY HOW FUGU RECAPTURES THE REPLACEMENT CYCLE, LIFTS SERVICE ATTACH, AND DRIVES REPUTATION RANK BACK INTO EVERY STORE.