

## JAX Tyres leads the way in Customer Loyalty

*"It's great to have a partner that can assist in realising a vision long in the making - Megabus provide that "*

Jeff Board, Chief Executive Officer, JAX Quickfit Franchising Systems Pty Ltd

*"As we progress into a new era, we are continuing to meet the challenge of change and exploiting new sales channels and opportunities."*

### Background

JAX Tyres employs more than 500 people working in 80 locations throughout the eastern seaboard and has expanded from tyre retailing to include general automotive servicing. Monthly, it serves more than 60,000 customers and provides them with the best tyre brands, advice, service and price. The Marlin GTX® system is the standardised Point of Sale platform for the network as well as the back office solution used by the JAX Tyres Head Office to manage their total network. The solution is highly configured to manage significant infrastructure that supports complete electronic re-billing and fleet management functions for the various suppliers and manufacturers that deal electronically with the network.

### Business Opportunity

JAX Tyres have a reputation for being at the forefront of tyre retailing technology, offering Touchpoint digital at point of sale, enabling customers to 'virtually fit' wheel options to the model of their vehicle and see how they would look. To complement the various in-store programs that operate, the **myjax** customer loyalty program was introduced to further add value in servicing its large customer base across Australia.

In March 2015 JAX launched JAXOnline - an industry-leading, fully integrated B2B, B2C website enabling customers 24/7/365 to research, buy, pay and book online from the comfort of their desktop or mobile device.

"Megabus has been a valued supply partner to our Group for 30 years and provided a constantly reliable solution in assisting us to achieve our goals and objectives"

Jeff Board, Chief Executive Officer, JAX Quickfit Franchising Systems Pty Ltd



#### Contact Us

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#### Business Solution

JAX Tyres engaged Megabus to work closely with third party e-commerce providers to build integrations that ensured that the customer on-line booking and deposit integrated directly into the local store's Point of Sale system within the electronic Booking Diary. High visibility of the incoming transaction is very important, so that the business owner can ensure the availability of in-store time

and resource to fulfil on the customer's order. The automatic handling of deposit funds between the Franchisor and Franchisee is a key part of the integration and also requires timely management of key electronic transactions. Megabus' systems and integration expertise has provided JAX Tyres with a powerful solution that will further enable network growth.

- Head Office Control
- Total visibility
- Customised features
- Extendable solution
- Complete National Support for all IT needs
- Tight Integration

#### Marlin Products

Marlin is a line of integrated business management systems that deliver cost effective solutions to make it easier for businesses to sell, track and account for products and services in a demanding and changing Retail and Wholesale environment.

**megabus**