

### **Goodyear Connect U - When opportunity calls**

Every marketer is looking for an opportunity to connect with its customers.

At Goodyear, it's all about managing their expectations even beyond the sale of a Tyre. Till about month ago, for any information a customer had to scurry for it from across various sources. Surely not a pleasant experience!

Therefore the idea was to establish a 'single point' credible platform that will

- Provide comprehensive information to a customer through his lifecycle stages with Goodyear and their franchisees
- Handle customer query/complaints
- Channelise the information within the Goodyear network for necessary action, thereby maximizing value for customers

Thus, the idea of Goodyear Connect U for India came into being. Starting with this concept in mind; a dedicated tele-helpline has been created to connect customers, prospects and dealers to Goodyear. Effective since January 1, 2007; Goodyear India's call centre had lines active to receive calls from across the country. The call centre is "live" for in bound calls.

The helpline number is 1800-266-6767

The robust backend system developed ensures that all customer queries are closed loop and the information collected is aggregated to further empower Goodyear with customer intelligence

It's time to say hello to our customers a new way.