

In partnership with

Le journal du
Pneumatique

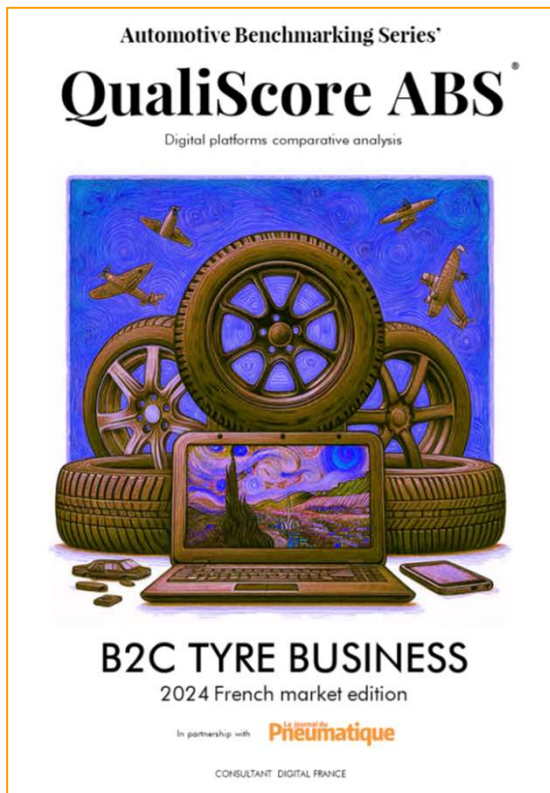
Qualiscore ABS®

DIGITAL PLATFORMS COMPARATIVE ANALYSIS

B2C TYRE BUSINESS

2024 French market edition

A Pioneering Analysis of Digital Customer Journeys in the Personal Car Tyre Industry.



- Analysis of 45 websites : including tyre specialists, car manufacturers, e-commerce platforms, and IAM brands,
- Strengths and areas for improvement for each brand,
- Our compilation of 38 customer-centric "Best Practices",
- New: Two international leaders evaluated using the same criteria as French counterparts,
- A user-friendly format designed to foster shared understanding between business and digital teams,
- An exclusive partnership with the industry's premier media outlet : Le Journal du Pneumatique.

Since the debut of the inaugural **QualiScore ABS** report in 2020, our initial clientele has consistently requested a specialized edition centered around tyres, recognizing it as one of the most lucrative sectors in the aftermarket industry. Building upon years of research and careful consideration of how to effectively interpret customer perceptions, we are proud to present the inaugural report on this topic, focusing on the B2C aspect for private vehicles.

The "B2C tyres business 2024" report stands out as an invaluable resource, shedding light on numerous opportunities for stakeholders to capitalize on, whether it be through enhanced functionalities, bolstered customer satisfaction, or accelerated growth. In a ground breaking move, this study is conducted in collaboration with a prominent media outlet in the sector, **Le Journal du Pneumatique**, whose expertise has significantly contributed to the depth and breadth of our insights.

They trust QualiScore ABS



● Enhancing Digital Customer Experience : The Art of Quantifying Quality

QualiScore ABS aims to revolutionize the way customer journeys are perceived in the digital automotive and mobility sectors. Our reports provide a quantitative assessment of customer experience quality, utilizing consistent criteria applicable to all brands. This empowers businesses to effectively position themselves in the market, refine their content strategies, gain insights into competitors' approaches, and stay ahead of industry trends.

● B2C Tyre Business 2024 Edition: Enhanced Precision in Criteria Assessment

MFI : The "Mobile Friendly Index » evaluates the quality of Responsive Design of websites on mobile and PC.

Best Practices : A bonus is awarded to the functionalities that are either innovative, clever, or setting future standards.

Check List : An inventory of services and purchasing advice for the customer.

Purchase funnel stages weighting : Emphasizing the critical steps for the customer's journey.

New - Journey Length : This index evaluates the customer journeys' optimisation.

● Empower Decision-Making : Accessible, Illustrated, and Pragmatic Formats for Enhanced Clarity



1 The **Executive Summary** of the study offers a user-friendly presentation of brand rankings and key observations derived from audits. It succinctly outlines market trends and highlights opportunities for advancement. In a few pages, this summary provides a comprehensive and concise overview of the market landscape, along with strategic guidance for the future.



2 The **methodology** is extensively described and meticulously detailed to ensure clarity regarding the evaluation criteria and how they contribute to the grading process. This transparency enables stakeholders to interpret our evaluations according to their individual priorities.



3 The **"Best Practices"** section consolidates functionalities that we deem outstanding for their innovation, ingenuity, value generation, or exceptional execution quality. It serves as the perfect resource for brands looking to identify content to enhance their customer offerings.



4 Each audited brand is allocated its dedicated **analysis sheet**, ranging from concise paragraphs to comprehensive two-page summaries. Color-coded indicators swiftly highlight the strengths and areas for improvement of each brand, facilitating easy comparison. The inclusion of illustrations and embedded links creates an interactive reading experience, enhancing comprehension and engagement with the study.

(French edition screenshots)

45 AUDITED BRANDS : 1001pneus-123pneus-AD-Allopnus-Amazon-Audi-Autobacs-Autobutler-AutoLeclerc-Avatacar-BestDrive-Carter-Cash-CDiscount-Centrale Pneus-Dacia-Delko-Etape-Auto-EuroTyre-Euromaster-Eurorepar-FeuVert-Mecazen-Midas-Mister-Auto-Motorcraft-MuchPneu-Norauto-Oscaro-PiecesAuto24-PneusOnline-Point S-Profil+-Renault-Roady-RoueSecours24-SEAT-Skoda-Speedy-Supra-TooPneus-Volkswaegn-Vroomly-Vulco... and two UK and USA references you'll discover in the report!

Qualiscore ABS® is a product of **CONSULTANT DIGITAL FRANCE**, a consultancy specializing in digital customer experience within the automotive and mobility sectors.



To discuss the study's concepts, contents, pricing, and associated services, you can reach out to us to schedule a presentation either with our teams or remotely. Please contact us for further details and arrangements : contact@cdf.org +33 6 69 56 46 34

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