

# Meet ATD's award-winning customer service team

## Business

Behind every call, every inquiry, and every question, there's a team of dedicated associates who embody the essence of empathy and serving customers. Meet our customer service team, a remarkable group of 175 individuals spread across the United States with one priority, supporting our customers. Among them stands a beacon of loyalty and experience, our longest-tenured team member who has worked with ATD for an outstanding 42 years as of this May. Surrounded by 20 other associates who have journeyed with us for 30 years, and a further 37 who have dedicated 10 to 20 years of their lives to serving you, our valued customers. Read along to learn what it's like to deliver superior customer service to ATD's 80,000 customers every day.

## Quote from —Customer Support Team

We have a 90.16% first call resolution performance.

—Customer Support Team

Each week, this tireless team fields an average of 33,000 phone calls. Even during their bustling days and calls, their commitment to excellence shines through. With a remarkable **first call resolution rate of 93.9%** and an impressive **92.51% of calls answered within a mere 20 seconds**, they exemplify efficiency and attentiveness. But it's not just about numbers. It's about the human connection. They listen intently to your needs, taking complete ownership of every issue that comes their way. They understand the frustrations and questions you may have, striving to provide not just solutions, but getting our customers back to what they do best.

## Quote from —Customer Support Team

92.51% of our calls are answered in the first 20 seconds.

—Customer Support Team

Our customer service team focus on several key areas by listening to our customers' needs and taking complete ownership of the issue at hand. Being able to show help when needed and having a clear understanding of the questions or concerns that a customer is relaying. Product knowledge and access to all ATD products and solutions.

### **Quote from —Customer Support Team**

The team holds a 96.47% customer satisfaction score. We are ready to support you.

—Customer Support Team

## **What does all this mean for you?**

You have the full support and expertise of the CSR team behind you. Our team has industry-leading satisfaction, award-winning excellence, helping customers with questions, issue resolution, onboarding our new customers, unmatched selection, profit-boosting programs and digital solutions for success. We're honored to have been recognized by J.D. Power as the #1 Original Equipment Tire Customer Satisfaction provider for two consecutive years, a testament to our unwavering commitment to exceeding your expectations.

### **Quote from —Customer Support Team**

97.30% of our agents are able to own the issues to resolve and work directly with you.

—Customer Support Team

So, whether you're seeking product availability, placing orders, getting new customers setup, assistance with deliveries, program enrollments, returns, or billing inquiries, our customer service team stand ready to assist you. From 7:30 AM EST to 8:30 PM EST Monday through Friday, and 8:00 AM EST to 4:00 PM EST on Saturdays at 800-903-0014, their unwavering dedication knows no bounds.

At ATD, we're more than just a tire supplier - we're your strategic partner in success. From tires and wheels to tools and digital solutions, we're aligned with your business every step of the way.

### **Seamless Logistics**

With logistics expertise at every level, ATD ensures seamless delivery of products tailored to your needs. Our robust distribution network and insightful tools empower you to make informed decisions and drive efficiencies in your business operations.

### **Unmatched Selection**

Discover the industry's most comprehensive selection of tires, wheels, and supplies at ATD. With over 4 million tires from top global brands and a vast array of wheel styles, finding the perfect fit for every vehicle is effortless.

### **Profit-Boosting Programs**

Maximize your purchasing power with our exclusive Partner Program, designed to deliver superior volume savings. Additionally, our Vendor Program rewards eligible dealers with profit-enhancing benefits, ensuring every dollar spent goes further.

## Digital Solutions for Success

Harness the power of technology with our cutting-edge dealer tools with Radius. Gain immediate access to our massive product inventory and unite your sales channels 24/7. Streamline your operations and unlock new levels of efficiency and profitability.



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