

IMPLEMENTING BAYIQ ACROSS 25 LOCATIONS

How BayIQ's loyalty rewards program increased visit frequency and average repair order across Heartland Tire's 25-location network



BEFORE BAYIQ

Jim Anderson noticed the need for a program that could both incentivize repeat visits and integrate into their point-of-sale (POS).



THE CHALLENGE: Operating across 25 locations, faced growing complexity in engaging and retaining customers at scale. They experimented with other CRM systems, but struggled to find a cohesive solution.

SOLUTION & BENEFITS

Heartland Tire leveraged BayIQ to launch a loyalty rewards program across their 25 locations. By rewarding customers with 3% back on each visit, **BayIQ transformed routine transactions into long-term relationships.**



Improved Customer Engagement

The loyalty rewards program became a valued feature among customers.



Increased ARO + Visit Frequency

Loyalty customers had higher average ticket sizes and returned more often.



Seamless POS Integration

BayIQ integrates directly into Protractor & AutoOps' scheduler, minimizing training friction and operational complexity.



**JIM
ANDERSON**

Marketing Director

"With BayIQ there's **more visits per year, their average ticket is higher**, and the customers like it."

BY THE NUMBERS

42%

**INCREASE IN
AVERAGE RO**

1.6X

**MORE VISITS
PER YEAR**

*across five most effective locations