



Case Study: Boulevard Tire Center

Winford Greary is the Manager of Retail Operations at Boulevard Tire Center, a rapidly expanding eight-location automotive retail chain in central Florida.

The Client's Problem

Boulevard Tire actually has 29 locations, but most of them are for commercial vehicles. As they are converting those into retail locations, Winford is seeking a modern, professional, and on-brand showroom experience for customers, with a focus on customer education.

Spectrio's Solution

Spectrio Service Menu Boards provided the perfect solution for Winford's needs. The easy-to-use CMS allows for changes to be made in a single playlist and applied to multiple locations. So no matter how many installations Boulevard Tire does, they can always count on their digital menu board to inform customers about the wide range of services they provide. Also, Spectrio's library of turnkey automotive content makes adding videos about their services to their playlists quick and easy.

The Result

Boulevard Tire plans to convert a commercial location into a retail shop every 2-3 months, and expects to implement Spectrio's Digital Signage at each new site. "The Service Menu Board gives us the improved showroom experience we're looking for in our retail locations," Winford said. "Providing information about all the services we provide is a key part of making sure we engage customers at the point-of-sale."