



Key Drop Solution

The Challenge

Thomas Tire & Automotive, an aftermarket automotive store and service center, needed to find a solution for their busy location in Aberdeen, North Carolina. Wanting to provide increased customer service, especially for their busy customers whose schedules do not always align with the company's operating hours. Thomas Tire & Automotive approached Meridian about designing a solution to streamline the pickup and drop off process for customers that would allow them to increase their business without having to increase operating hours or overwork their dedicated staff.



The Solution

Meridian designed the Key Drop Solution, an outdoor unit that customers can input their information, select services, and drop off their keys anytime day or night. After a key is dropped into the unit an automatic email, with all of the customer's information and service requests, is sent to the service department so they can begin working on the vehicle first thing in the morning. When the vehicle is ready for pickup the Service Member simply loads the

key into the unit through the easy slide out key drawer. Then an automatic text notification is sent to the customer letting them know their vehicle is ready for pickup. The customer has the ability to pickup their vehicle on their own schedule and even after hours they can come to the machine and make unattended payments and access their keys. Meridian's solution revolutionizes the concept of customer service in the modern age by offering businesses a way to work with in their customer's schedule without having to extend hours or overwork staff.

The Result

The Key Drop Solution had a massive impact on Thomas Tire & Automotive by helping to ease the burden of the front of house staff who used to be swamped trying to take customer's information and contact information as well as payments and service requests. Now they are able to offer even more customer service by streamlining the drop-off and pickup process as well as providing the Service Department with all the information they need instantly and in one location reducing wait times and increasing efficiency which is especially important for an industry where timing is everything.

Thomas Tire & Automotive

Founded by Paul Thomas in 1981, Thomas Tire & Automotive quickly grew to the successful company it is today reaching all over North Carolina and to the rest of the nation as well. Thomas Tire & Automotive strives to provide top-quality products and services to its customers through mutually beneficial relationships based on trust and quality services.

