

Tiger Wheel & Tyre launches 'Book A Bay' service for online purchases

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Tiger Wheel & Tyre has notched up another industry first with its Book A Bay service on its new ecommerce website. The feature allows shoppers to schedule a date and time to have the tyres or wheels they purchase online fitted to their vehicle.



“Convenience is the primary reason people shop online, and Book A Bay is an extension of that. Why purchase your wheels or tyres online, then wait in a queue at the store to have them fitted when you go to collect them? It doesn’t make sense,” explained Group Marketing Executive Joe du Plooy.

What makes sense is this nifty service, which costs just R50 at launch. Here’s how it works. After browsing the comprehensive range of wheels and tyres available online, customers will select the brand, model, size and quantity of their choice. Next they pick the fitment centre where they wish to collect and/or fit the products. Following that they’ll select from options to simply collect their products from the store, have them fitted without an appointment, or Book A Bay to have them fitted.

If they choose to just collect, they will check “Add to Cart” and proceed to payment. Those who check “Book A Bay”, will select fitment services from options including: alignment, balancing, valves, and nitrogen inflation. Clicking the “Book & Buy” button next will launch a pop-up calendar with available dates and times for fitment. Once they’ve booked the appointment, it’s over to the business of making payment.

“We’re really excited about Book A Bay and believe there’s a substantial market for it. That absolutely includes busy people whose schedules are tight, but we’re also thinking about our rural customers – those who live in the country and don’t get to town very often, and when they do, have a lot to accomplish in a short time. This service is ideal for all these people,” Du Plooy concluded.

To check out the brand-new Tiger Wheel & Tyre e-commerce website, and maybe even be among the first to use Book A Bay, visit the website www.twt.to. Ts & Cs apply and can be viewed online.

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