



Brake Squad gets insights on how to expand franchises, increase profitability and improve customer satisfaction

Background

Since 2012, The Brake Squad has worked hard to create a convenient, affordable service designed to save customers time and money. Brake Squad comes to customers at their homes or office, saving them the inconvenience of dropping off a car, arranging rides, and being without a vehicle for a day or more. Since they only focus on brakes, they have the expertise, the right equipment, and quality parts to get their customers back on the road quickly.

Challenge

Brake Squad is a nationwide franchise business with locally-owned operations run by car care pros. **The Fairfax Brake Squad was looking to increase its customer base but didn't have the right insight to find local customers that would benefit from their services.**

Results

A comprehensive review was completed on Brake Squad's customer list. That data was fused with Analyze360™ to provide a richer understanding of their customer database in terms of demographics and sociometrics. Analyze360™ (formerly Clientel) was able to provide short-term, low-cost recommendations and long-term strategy that could be implemented over time and as investment allowed. **With this analysis, BrakeSquad was able to discover their customer demographics, most likely income levels, preferred service locations, and the most serviced vehicle makes, models and years.** Providing practical, timely information to help expand their customer base, and increase growth and profitability for their franchise.

