

Nokian Tyres

Customer case



Improving customer services and supply chain management

Nokian Tyres, a company specialized in developing and distributing tyres for the Nordic market, invested in a Logistic Management System from UnitedLog. The aim was to improve customer services and optimize their supply chain management. After implementing a notification system, changing carriers and shifting to a new ERP, Nokian Tyres strengthened their brand, positioned themselves as a first class supplier, increased their market value and enjoyed improved customer satisfaction. All in just one season.

Nokian Tyres was founded in 1904 and has since then manufactured tyres for all types of vehicles. With a focus on developing tyres especially designed for Nordic conditions, they offer added value to their clients and consumers. Their main market is in the Nordics or other areas with similar weather and road conditions, and where the different seasons create demanding and varying conditions for usage.

Seasonal intensity

The tyre business is season driven, with intense demand during summer and especially at winter, which is their high season. This requires not only high efficiency in the production line but also a smooth logistic flow, and an ability to serve clients with information on their goods. This was a constant challenge for Nokian during a long time.

And although they delivered top quality tyres, their logistic deficiencies affected their brand in a negative way, making customers perceive them as a low quality supplier. On top of that they also suffered from storage problems.

In 2005, when the Swedish subsidiary of Nokian Tyres shifted their old ERP and changed carriers, they also decided to invest in a solution that would help improve their customer services. They engaged UnitedLog to install their Logistic Management System, DCIX.

“Since UnitedLog was the only supplier with a solution that was right for us it was an easy choice, says Björn Stegfeldt, Logistics Manager at Nokian Tyres in Sweden. With strong customer orientation as well as an awareness and understanding of our needs, we instantly established a good working relationship with UnitedLog.”

Visibility with a new system

Once the system was implemented, it only took one season for Nokian Tyres to turn everything around. With the new system, they could provide customers with a notification service, announcing delivery status of goods. It also gave Nokian enhanced control over their supply chain, with better visibility through the whole chain. Customer services could keep track of goods and answer questions about its whereabouts as well as dates for delivery. Additionally, the system offered greater flexibility for planning, making it easier for Nokian to adjust and optimize their supply chain.

