

### Case Study: Mi-T-M Corp.

## With SmartEquip, Mi-T-M Corp. earns bragging rights



*“I guess almost-perfect isn't too bad”*

Pat White  
Sales Operations Manager  
MI-T-M Corp.

Not all businesses can brag about near-perfection, but Mi-T-M can. One of the nation's largest manufacturers of pressure washers and related industrial products, Mi-T-M Corp. can boast about its near 100-percent accuracy rate in filling customer orders.

### That hasn't always been the case.

Prior to 2003, customers who ordered parts for Mi-T-M equipment did so by calling customer service or faxing orders to the customer service department. Pat White, Mi-T-M's Sales Operations Manager, said incorrect orders went out on a regular basis, which had a way of creating a logjam of returns.

The SmartEquip team came in to evaluate Mi-T-M's order process. The verdict? Automate the system with

SmartEquip's SE Parts and Service application, an Internet-based parts ordering system that would allow Mi-T-M's customers to place accurate parts orders through a robust but easy-to-use online tool.

The SmartEquip team flowed all of Mi-T-M's product information and specifications into the application, which incorporates a system of checks and balances to ensure the end-user selects the correct model and the up-to-date parts and price list prior to placing an order. Likewise, the new application allows Mi-T-M's team to check for and correct errors before orders are shipped.

“It's great. We have not had any orders returned to us because the customer received the wrong part. This has improved customer satisfaction as well as being one of the biggest cost-containment benefits we have experienced,” White said.

“SmartEquip has always been good when it comes to working with us to tailor our aftermarket support systems for the benefit of our customers and our bottom line,” White said. “They helped us to develop a secondary site directed solely toward the John Deere dealers and the home and workshop products that we provide to them.”

Being on the SmartEquip Network has increased Mi-T-M's visibility



with customers like John Deere and fleet owners also on the SmartEquip Network. White said it builds credibility and lends a certain amount of caché to have tailored solutions that serve specific market segments. Some equipment dealers have told him that vendors on the network often have an advantage, and that's an advantage Mi-T-M is glad to brag about.

### Let's Start Your Case Study.

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