

Case Study: Multiquip Inc.

The SmartEquip Network Increases Multiquip's Parts Sales by Double Digits



"We're believers."

Roger Euliss,
President
Multiquip Inc.

Multiquip Inc., one of the world's leading manufacturers and distributors of light- and medium-sized equipment for the construction industry, had a problem in the customer service department: sluggish response time for customers calling in to order parts. And from Multiquip's standpoint, that meant users of their products weren't getting as much out of their investment.

Before joining the SmartEquip Network in 2003, Multiquip's answer response rate on the first rotation through the customer service phone system was 65 percent. Parts and equipment orders came in by phone or by fax. Roger Euliss, president of Multiquip, knew that technology would help his team do better.

Enter SmartEquip

The SmartEquip team delivered the SE Parts & Service Internet-based parts ordering system for Multiquip's customers and the in-house customer service team. By giving customers the option of online ordering, SmartEquip relieved customer service phone lines and increased first-time call response to 92 percent. Instead of processing paper and fax orders, customer service representatives

now direct callers to Multiquip's online ordering system. Representatives provide technical support for customers who have complex issues with their machines. "We're doing this with the same amount of people," Euliss said. "We're believers."

That belief has translated to the bottom line. Multiquip has increased its parts sales by double digits every year since implementing the SE Parts & Service application.

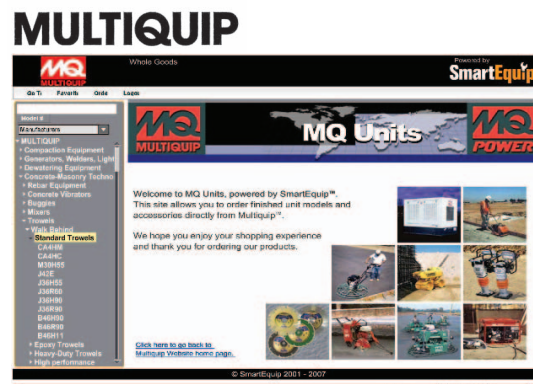
Currently more than 40 percent (and growing) of Multiquip's parts sales take place online through SmartEquip, which has tremendously increased accuracy in shipping the right parts to customers. That has fostered a major reduction in returns and adjustments. Additionally, as part of the SmartEquip Network, Multiquip is extending its online capabilities directly into the fleet management systems of its largest fleet customers who are also on the network.

SE Parts & Service also integrates all of Multiquip's hardcopy product manuals. Multiquip customers can access diagrams and maintenance procedures online, rather than sift through cumbersome books that often are obsolete once they reach their hands.

"This saves us a lot in publishing and paper, and it keeps our technician

customers happy," Euliss said. "A technician is just like a sales person...he doesn't like to do paperwork."

Once the SmartEquip team completed converting paper parts manuals into electronic format, Multiquip's team experienced a smooth implementation process. "The program is as simple as pointing and clicking, so anyone with computer experience can pick it up quite easily," said Euliss.



Euliss added: "We couldn't be more pleased with our SmartEquip relationship. It may be a never-ending journey, because they constantly enhance the network and add applications that drive down costs and drive up efficiency."

Let's Start Your Case Study.

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