

Eastern Lift Truck Co., Inc. Partners with ServiceMax to Support Growth, Digitize Customer & Employee Experiences, and Deliver Industry-Leading Customer Service



Eastern Lift Truck Co., Inc is a major distributor and service provider of forklifts and material handling and storage equipment for distribution centers and other warehouse operations. The company's **Material Handling Division** offers new, used and rental forklifts and aerial equipment, parts and aftermarket products, on-site and in-shop service, fleet management and OSHA-approved operator and safety training. Additional divisions of the company include: **Dock & Door** providing sales, service and installation and certification of all types of dock and door equipment and the **Retail Services Division** which provides balers, compactors and flooring cleaning equipment sales and service.

The **ELT Systems Group** provides expertise in warehouse layout and design, racking and shelving, high-density storage, mezzanines, modular offices, wire partitions, shrink and stretch wrap machines, conveyor, robotic and automation systems. The company's **Port, Rail & Intermodal Division** specializes in sales and aftermarket support of mobile railcar movers, yard trucks and heavy-duty trailers. Finally, Eastern Lift Truck Co.'s newest division, **Commercial & Industrial Vehicles** sells, rents and supports utility work vehicles, electric low-speed-vehicles and industrial burden and personnel vehicles.

Motivated by the desire to simplify and digitize the customer and employee experience, Eastern Lift sought out a cloud-based, field service management solution in 2017 to replace their pen and paper methods. Today, Eastern Lift relies on ServiceMax's industry leading asset-centric field service management platform to drive a world-class customer experience. Eastern Lift leverages ServiceMax's powerful installed base, work order management,

scheduling, contracts, and reporting capabilities. These features help them gain visibility into the service business, reduce the administrative burden on technicians, improve the customer experience, and move toward proactive service.

Leaving Paper in the Past to Simplify the Customer Experience

Before ServiceMax, Eastern Lift relied on manual, pen and paper processes to manage the business. The resulting lack of visibility into work order status created multiple pain points both for customers and team members.

Managers had little insight into work in progress, when a technician had last been at a customer site, when they were going to be back, and more. Back office staff had to rely on technicians' memories and notebooks to find information, which meant much of their time was spent chasing down technicians for paperwork and completed work orders. After a day of service calls, technicians would often have to bring paperwork home to write lengthy writeups.

Not only did delayed writeups result in mistakes and missing information, it caused headaches for the billing department who had to interpret and type up that information. The last two to three days of each month were notorious for being a mad dash to generate 60-70% of that month's invoices. These manual processes all lead to a clunky customer experience that saw large invoicing delays and call back times ranging from hours to days.

As customer preferences for quick, easy, digital interactions became clear, the Eastern Lift team quickly realized that staying competitive meant making it easy for customers to do business with them.



For us, the business case for the investment in ServiceMax was clear. We could either become extinct or we could choose to forge ahead as a leader. We chose to become the best service provider in terms of the experience we delivered to our customers."

Bill Pflieger, SVP & CFO, Eastern Lift Truck Co.

>> Customer Quick Facts

INDUSTRY:
Material Handling & Storage

SIZE:
1,200+ employees

HEADQUARTERS:
Maple Shade, New Jersey

WEBSITE:
www.easternliftruck.com
www.eltsystemsgroup.com

They needed a solution that would eliminate paper processes, make their relationships with customers as easy and painless as possible, and pave the way for a customer portal.

Full Work Order Visibility Transforms the Business

In looking for field service management solution, the Eastern Lift team identified five key outcomes that the solution would need to deliver. After evaluating multiple vendors, ServiceMax was chosen as the solution who could:

- Provide a leading customer experience
- Provide visibility into work in progress
- Improve time to bill
- Allow them to reallocate headcount
- Grow the business without an increase in support positions

It was essential that the system served the needs of Eastern's internal and external customers in delivering a solution that reduced effort, increased visibility, and maximized results.

"For us, the business case for the investment in ServiceMax was clear. We could either become extinct or we could choose to become a leader. We chose to become the best service provider in terms of the experience we delivered to our customers," says Bill Pflieger, SVP and CFO at Eastern Lift Truck Co.

After rolling out ServiceMax's asset-centric field service management solution, common administrative burdens and bottlenecks disappeared. Service operators and managers now have complete



ServiceMax allows us to see where we are in the process of a work order. It has improved efficiency and allowed us to provide better customer service to get the job done. Customers are invoiced faster and bills are paid quicker."

Jason Thompson, Corporate Aftermarket Manager,
Eastern Lift Truck Co.



visibility into work in progress and actively manage the supply chain and their technicians. With insight into parts availability, expected part arrival date, last labor date, and next scheduled labor date, customer service now proactively contacts customers with updates. Billing, once a big stumbling block, is spread evenly across the month, improving Eastern Lift's service completion to invoice cycle time and overall DSO, freeing up cash flow significantly.

"ServiceMax allows us to see where we are in the process of a work order. It has improved efficiency and allowed us to provide better customer service to get the job done. Customers get invoiced right away and bills get paid quicker," says Jason Thompson, Corporate Aftermarket Manager at Eastern Lift Truck Co.

As for technicians, those who were once weary to use an iPad at work now bring suggestions to their managers for how to improve and expand on their use of ServiceMax. "When we meet with technicians to get their feedback, none of them want to go back on paper. ServiceMax has made everything a lot easier for internal employees and technicians alike," says Jason Thompson.

Visibility, Communication, Accountability Benefits Are Just the Beginning

Using ServiceMax's field service management solution to transform the team member and customer experience, Eastern Lift's team has seen great improvements to visibility, communication, and accountability.



There's no way we would have survived the COVID-19 crisis without ServiceMax. With our system, we truly haven't missed a beat."

Nicholas Nicolini, VP of Operations, Eastern Lift Truck Co.

Results

- Scaled business to support 100% increase in technicians
- Increased visibility into Work in Progress
- Reduced paperwork saving 2 hours per technician per week
- Increased accountability around service work given away as goodwill
- Improved customer communication
- Ability to build proactive process around work order status
- Improved invoicing speed to avoid significant end-of-the month bottlenecks
- Enhanced warranty management in association with Hyster-Yale Group
- Never missed a beat after putting 70% of office staff on work from home in response to COVID-19
- 4 hours or less to train technicians on using ServiceMax



The newfound visibility from ServiceMax provides real time information on work order status and eliminates billing delays, removing the frustration many customers felt when they'd receive a bill two months late and not remember what it was for. In addition, being able to easily verify work in case of a complaint or concern has reduced the number of goodwill write-offs.

ServiceMax's easy-to-use iPad app has made technicians more efficient and eliminated the back and forth that techs and back-office staff would have to go through to get invoicing right. Technicians save one to two hours per week by being able to input data on the job and use voice to text to quickly complete their write-ups. And now that technicians pick their parts as they go, Eastern Lift no longer has to check and recheck every work order.


"We used to have somebody in parts dedicated to quality checking every work order. With ServiceMax, they can spend time doing something else more productive and not just reviewing mechanics' work orders all day, says Nicholas Nicolini, VP of Operations at Eastern Lift Truck Co.

As for accountability, the ability to track and measure performance has allowed teams to hold each other accountable for the first time. "In our old system, we couldn't measure anything. Now we know when work is completed the moment it is done. On reviewing this, we can hold each other accountable for the real work that's done and prevent pushback from customers," says Bill Pflieger. "I don't think we knew how much more we could improve prior to going on ServiceMax," says Jason Thompson.



Service is why we are in business. It is the biggest driver from a business profitability point of view and 55% of our employees are technicians. ServiceMax has been an integral part in realizing the strategy of being the industry-leading customer service organization."

Bill Pflieger, SVP & CFO, Eastern Lift Truck Co.



With ServiceMax as an integral part of the service team's day to day, Eastern Lift looks forward to establishing a common service language with a database of job and component codes that will allow technicians to quote in the field.

"Imagine a scenario where when a technician sees the need for extra work, they can just plug in the job and component code and make a model of the unit into the application and rely on the database to give them an accurate quote. The quote doesn't have to go back to the office, and if the tech has the parts, they can get it done right there. It's a first-time quote to completion," says Bill Pflieger.



To further claim their spot as leaders in customer experience, Eastern Lift is looking forward to launching a customer portal via ServiceMax Customer Communities that allows customers to easily request service online. In addition, they will begin to leverage Hyster-Yale telematics, known as Hyster Tracker and Yale Vision, to predict service needs, forecast actual labor requirements, and improve rental business maintenance flows so that customers get the right service at the right time.

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About ServiceMax

ServiceMax's mission is to help customers keep the world running with asset-centric field service management software. As a recognized leader in this space, ServiceMax's mobile apps and cloud-based software provide a complete view of assets to field service teams. By optimizing field service operations, customers across all industries can better manage the complexities of service, support faster growth, and run more profitable, outcome-centric businesses. For more information, visit www.servicemax.com.

About Eastern Lift Truck Co., Inc

Eastern Lift Truck Co., Inc. is a second-generation, family-owned business, comprised of approximately 1,000 professionals focused on providing material handling and storage products and service solutions to its customers. The company is based in the Mid-Atlantic with various divisions doing business throughout the U.S. and North America. Eastern Lift will celebrate its 50th anniversary in 2021.

To learn more, visit www.easternlifttruck.com and www.eltsystemsgroup.com.