

Success Story : How Empower Business helped a materials handling business to boost their servicing income

The Opportunity



Astrolift Ltd is a leading supplier of materials handling and packaging equipment based in Whangarei. As well as selling equipment they also offer machine servicing. While they have been servicing customer machines for a number of years, they realised they had a great opportunity to grow this part of the business and strengthen their ongoing customer relationships. Based on their understanding of their customer base and the opportunity, they set a target **to increase their servicing income by 100% in the next 12 months.**

Astrolift General Manager, Danny Blampied, approached us to see how we could help them develop this part of their business by utilising the existing functionality in their Infusion Elite system.

We have provided business support to Astrolift for a number of years, but we were excited to help them achieve their ambitious goal.

The Challenge

Astrolift have been using Infusion Business Software for over 7 years and hence had a significant amount of sales data which identified which customers had purchased which machines and when.

However, they needed assistance to extract this sales information and manipulate it so it could be imported in to the Infusion Customer Items module. The information in the database would produce servicing schedules and support a sales drive to obtain more servicing work.

Our Solution

After receiving Board approval for our detailed and fixed-priced proposal, we met with Danny and his team to determine their specific requirements. This included how to structure the module for their requirements, servicing configuration, servicing approach etc.

The first step was to extract the significant amount of sales data from Infusion. After some cleansing, a list of over **1300 machines** was produced for which there was a servicing opportunity.

The machine and customer information was loaded into Infusion Customer Items, grouped, and servicing requirements assigned to each machine.

Using our data handling skills enabled this stage to be completed quickly saving time and money. Manually handling this information would have taken a considerable amount of time, something the already busy staff did not have!

We also updated all current machine product information in Infusion, so that when a new machine is sold it is automatically added to the Customer Items database, and the relevant servicing schedule assigned.

We provided training to the users to produce servicing information and on how customer servicing requests can be easily transferred into the Job Management module.

The end result was a useable Customer Items database that is a valuable asset of the business able to support the ongoing generation of servicing income,

The Benefits

Astrolift now has a servicing database ready to provide marketing information for the sales team to contact customers. Discussing machine servicing with customers also provides the sales team with the opportunity to strengthen customer relationships and potentially obtain follow-on sales (e.g. replacement machines).

By utilising the extensive functionality in Infusion Elite, Astrolift now has an end-to-end process: machine sales to service management to job management to servicing sales.

With the updated product configuration, the database will continue to grow and increase in value as new machines are added.

Conclusion

This is a great example of how using information already available in an accounting system can be used to generate new and ongoing income.

Astrolift saw the opportunity but just needed to some help to realise it. Through our understanding of their business and their accounting software we provided them with a fast, cost effective solution.

There are many types of business that could benefit from implementing a strong service management process to bring in additional, regular income. For example, HVAC, Mowers / Small Engines, Fire and Safety Systems, Cycles, All types of machinery, Engineering, Electrical, etc..

Service management enables a business to look at the lifetime value of a customer, not just the initial purchase. Sell an item once, but service it many times!

Please contact us if you would like to know more about how to implement a servicing process that will grow your business and your profits,

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