ServiceMax Elevates McKinley to Trusted Customer Service

Challenges...

- Little accountability and unmet standards for record keeping limited customer response and hampered service growth

- 9 different silos of data to store customers' historical data delayed customers requests and made customer analysis impossible

- Narrow visibility on service parts kept the right parts from being ordered, extended service delivery times, and lowered first-time-fix rates

Applying technology led to...

- Establishing service processes with automated contracts, parts and scheduling that eliminate "paper" bottlenecks by using ServiceMax

- Dispatching technicians in real time and putting critical customer data, parts inventory and ordering at the fingertips of remote technicians and customers with ServiceMax Mobile for iPad

The road to success is delivering...

- Continued improvement on an initial first-time-fix rate increase from 50% to 82%

- Service revenue increase of 38%

McKinley EQUIPMENT CORPORATION

Customer Quick Facts

INDUSTRY: Industrial Equipment Distribution
SIZE: 25 sales / 65 service
HEADQUARTERS: Irvine, CA
WEBSITE: www.mckinleyequipment.com

Solutions

- ServiceMax, Featuring: Installed Base & Entitlements,

- Work Order Management, Parts Logistics & Advanced Scheduling

- ServiceMax Mobile for iPad

- MaxCare Premier Support

The route most trusted

For McKinley, a well-established commercial loading dock equipment and residential elevator company, the greatest imperative remains customer service. Their mission is to be the "most trusted sales and service distributor" to their customers who require efficient and safe loading dock equipment, commercial doors, industrial lifts, warehouse equipment, home elevators and wheelchair lifts. Beyond sales staff, they employ 65 factory-trained technicians. Their service staff ensures what is sold is also serviced 24/7 to the delight of their customers.

Providing an elite team of service technicians was no small feat. In the 65 years McKinley's been in business, they made sure that no customer equipment went unserviced while carrying an expansive equipment line with over 25,000 inventoried parts. Despite the challenge, McKinley established a service reputation that landed it squarely in the top three equipment dealers supporting the industry nationwide. As they looked to win against the competition, they realized: their service business wasn't growing; their prized service staff was drowning in paper; and they needed better tools to maintain their "most trusted" status.

Where good service ends, consistently stellar service begins

McKinley knew that in order to be trusted, you must know each customer intimately, understand their equipment, why it failed, how it was fixed, and what type of service was requested. All of that critical customer information lived in the service tech's head; a greater portion survived on paper. If a customer or technician decided they needed access to service records, paper files were scoured and organized before the customer's inquiry was answered. At times, they employed temporary help to "chase paper" which proved to have limited bang for the buck. It was an inconsistent time-consuming process.

The decision to put real-time customer data at the fingertips of remote technicians, office staff and sales was McKinley's answer to the customer response challenge. The ServiceMax solution ensured tight integration with their existing sales and accounting systems. More importantly, it aggregated nine different silos of data, and gave them true mobility with ServiceMax Mobile for iPad. Now, armed with ServiceMax on their iPads, technicians could record each service visit and consult detailed technical documents under the watchful eyes of customers. Customers and technicians could now view, talk about and sign-o work orders on site. The consistent service delivery process had begun. McKinley was no longer "chasing paper."

Running down more service revenue

Today, McKinley is delivering stellar service consistently and getting more jobs done with the same team of talented technicians. They view first-time-fix rate as the metric for an all-encompassing measure of customer service effectiveness. They've increased first-time-fix rate to 82% and are able to negotiate contracts based on the value they bring to customers - both indications that alignment of product and service offerings to customers' needs is improving.

McKinley has also improved customer retention and growth. They can now view all installed products, provide classifications for service, whether it's wear and tear or damage, and track historical part usage for new planned maintenance schedules that ensure customers are kept up and running. By demonstrating their efficiency in keeping customers' critical assets operational, McKinley has been able to increase their service revenues 38%.

McKinley's new capabilities have given them the opportunity to close service contracts with larger, multi-location businesses. They can address a larger market with customers who have thousands of products – all simplified with a complete view into each customer location with ServiceMax. Winning a larger and broader base of customers is a powerful testament to the trusted partner image McKinley is now riding all the way to the rank of "most trusted".

"Our first call x rate has gone through the roof, which is really important in this line of work. You can't accurately track [customer] data on paper. It's impossible. Now, we can look in the system to see the mechanical unit, determine what parts might be needed and fix that customer's problem on the first trip."
— *Kevin Rusin, CFO, McKinley Equipment Corp.*

About Predix ServiceMax

ServiceMax, from GE Digital, leads the global industry of field service management software—an estimated $25 billion market worldwide. The company creates solutions for the 20 million people globally who install, maintain, and repair machines across dozens of industries as the leading provider of complete end-to-end mobile and cloud-based technology for the sector.

About GE Digital

GE Digital is the leading software company for the Industrial Internet, reimagining industry's infrastructure by connecting software, apps and analytics to industrial businesses to drive a Predix-powered world. GE Digital creates software to design, build, operate and manage the entire asset lifecycle—enabling industrial businesses to operate faster, smarter and more efficiently. For more information, visit www.ge.com/digital.

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