KSA's Leader in Rental & Equipment Achieves After-sales Service Operational Excellence through Strategic Process Improvements with Infor M3 ESMR

About Customer:

A $741.4 million industrial conglomerate HQ in Jeddah, Saudi Arabia, with diversified operations across below key sectors:

- Construction
- Mining
- Oil and Gas
- Agriculture
- Power Generation
- Electricity and Water Generation
- Logistics
- Real Estate Development
- Travel and Tourism
- Material Handling

100+ Years of Experience

$741.4 M Revenue

14 Sectors

33+ Countries

50+ Brands

30+ Companies

Its flagship company, a leading Tractor & Heavy Machinery solution provider, is an authorized dealer for renowned OEM Truck brands with diversified business line operations focusing on construction and commercial vehicles.

Customer Process & Our Experience:

The sales process of customer starts with product inquiries through various channels, followed by in-depth consultations to find the best machinery and equipment solutions for clients. With strategic partnerships, they ensure equipment and spare parts are delivered within 7 days. After-sales support, including maintenance and inspections, is facilitated through multiple platforms.

Customer Case:

Operating in a highly competitive rental and equipment market, Customer encountered challenges in maintenance scheduling, equipment tracking, and customer communication. To drive operational excellence through process improvement they sought a digital integration partner to:

- Optimize maintenance process
- Track Equipment with ease
- Implement real-time inventory management
- Maintain customer info for equipment requirements
- Improve customer experience through advanced data sharing
- Streamline CRM and bot management

By integrating technological advancements and refining processes, they aimed to improve both efficiency and customer experience.

Process Improvements & Solutioning:

Automated Maintenance Scheduling

- Introduction of a digital maintenance management system
- Enabled proactive scheduling of equipment maintenance

Enhanced Tracking System

- Implementation of a cloud-based tracking system
- Real-time monitoring of equipment usage, location, and availability

Customer Relationship Management (CRM) Integration

- Implementation of a CRM system for managing client communications
- Automated updates on rental status, maintenance schedules, and equipment availability

Training and Continuous Support

- Organized comprehensive training sessions for internal team
- Established feedback loops and ongoing support to promote user adoption and continuous improvement

Technologies Involved

- Infor M3 – On premise & Cloud suite
- Infor M3 Implementation Accelerator (IA) modules
- Infor ION
- Infor OS
- CLM Tool
- CMMS Tools

Benefits:

- Minimized unexpected equipment failures and unplanned downtime, boosting overall efficiency.
- Data-driven maintenance planning enabled by actual usage data, resulting in optimized inventory management.
- Strengthened client relationships and improved service transparency through timely updates and communication.
- Ongoing support and feedback loops ensuring continuous improvement and user adoption.