

Product Support: Towards 100% Absorption

ENHANCE CUSTOMER SERVICE WITH PFW INTELLIDEALER PRODUCT SUPPORT

BY ANDREW JONES

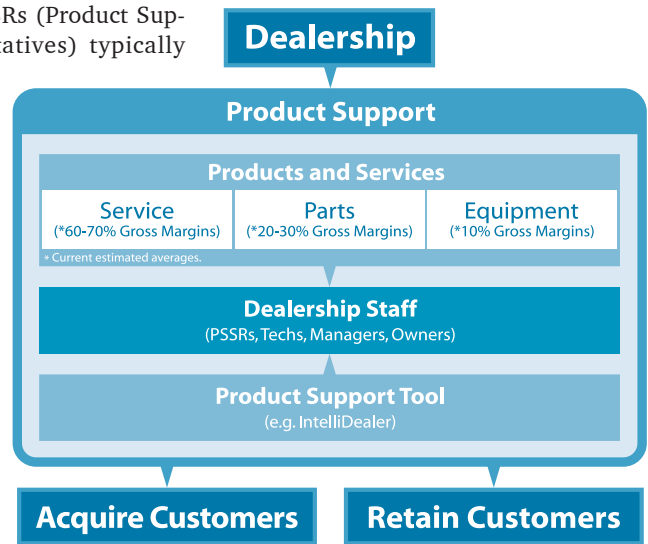
Product support is a key element in the interaction between dealerships and their customers—both current and potential. Industry analysts believe it's how customers separate brands perceptually, and prevent products from being reduced to commodities. Broadly speaking, the product support initiative's purpose is to maintain a dealership's existing parts and labor market share and seek to increase sales to each customer. To this end, many view aftermarket product support as something that is becoming increasingly important in order to facilitate customer satisfaction and, consequently, dealership growth.

Today's dealerships need to be able to sell service and labor in order to serve their customers and generate a profit. This is even more apparent when one considers that equipment sales' gross margins are now estimated at approximately 10% and parts sales' at 20% to 30%, compared to service sales' margins at 60% to 70%. Of note is that relatively few dealers provide service agreement programs, there is little sales training in

this area, and the PSSRs (Product Support Sales Representatives) typically have a parts—as opposed to service—background.

Ron Slee, in his article, "The Cost of Selling Product Support Is Worth Every Cent" (*CED Magazine*, February, 2000) states that dealerships may place themselves in financial jeopardy without a strong product-support sales force. Conversely, he feels performance in parts and service sales can be significantly increased with effective product support operation and management and notes that a dealership's PSSRs need to be able to promote a variety of manufacturer's products, understand the policies, procedures and methods at the dealership, provide technical help with respect to equipment operations, and comprehend and articulate what features and benefits the parts for sale provide.

Competition for parts "commodities" is still running high, and on the service side an equally competitive situation exists, where the customer is the main "competitor." According to Slee, maintenance services provided for equipment correspond to approximately half of a dealership's labor hours available, and based on feedback he has collected over the past decade, dealerships provide less than 10% of these services. Of the remaining labor, the repair side of the business, Slee has not encountered one example where a dealership possesses more than half of this work. This shows the potential market for



product support—for those who can find a way to exploit this market and, therefore, increase service business.

Al Morgan, president of Morgan Business Associates, a Santa Barbara, California-based consulting firm, notes in his article "Pull Out All The Stops On Product Support" (*CED Magazine*, September, 1998) that the equipment dealership industry can no longer rely on the following: gross margins from new and used equipment to sustain dealerships; product superiority and uniqueness, as customer expectation is very high and today's customer is experiencing difficulty in distinguishing products; and product loyalty and blind faith, as customers expect to be treated as an important part of your business—because they are, and they're more interested in quality aftermarket product support.

Industry experts note that large, third-party preventive maintenance companies have a greater ability to provide

...continued on page 2

IN THIS ISSUE

- 1 Product Support: Towards 100% Absorption
- 4 Product Support: An Expert's View
- 6 Improving Technician Efficiency
- 7 PFW's Customer List Continues to Grow
- 7 IBM eServer iSeries: Recent Upgrades
- 8 PFW's Advanced Parts Workshop
- 8 Industry News

machine maintenance than the dealerships, but dealers are often oblivious to this serious competition. Some believe that manufacturers have helped set up adversarial relationships between their dealers and rental companies, but observe that a rental trend is active and will continue, and a proper approach is to work with this existing situation in order to deal with the variety of machines entering the marketplace.

Product support sales are critical to a dealership's viability in this era of equipment commoditization, customers' tendency towards the rental—and not ownership—of machinery, and continually narrowing margins. Diligence and an attention to detail are now essential for successful product support sales.

Product Support can assist dealership staff in forming better relationships with their customers.

The Future of Product Support

Morgan, in "Pull Out All The Goods On Product Support", sees the following as important future product support issues to consider:

- Dealership PSSRs will need to "partner" with their customers in order to provide better and more timely service
- New technology in computers, communication tools, and software must be applied to field training and customer needs
- Financing product maintenance programs at the point of sale of new equipment
- Bar coding, packaging, bundling, and pricing of parts for customer convenience
- Advanced training for PSSRs at all levels to include new product training
- Flexible services and hours
- Equipment salespeople promoting the "whole dealership" to include Original Equipment Manufacturer (OEM) parts, service, rental, etc.

PFW's Solution

PFW IntelliDealer's new Product Support and existing Management Central applications enhance a dealership's after-market product support effort by assisting dealerships in aspects of business that are of bottom-line significance. Through its Service and Equipment

modules, Product Support aids the sale of service labor and the management of equipment assets. By helping to increase the level of diligence and attention to detail as regards the product support sales program, Product Support can assist dealership staff in forming better relationships with their customers through the delivery of better and more timely service, and by overseeing the finance and administration of product maintenance programs.

PFW IntelliDealer Product Support addresses many of the concerns that Ron Slee has raised: "We (equipment dealerships) must identify better sources of information. We receive loads of data, but does it contain the information we need? Do we learn machine population, customer profiles, customer buying habits, parts and service potential, asset management and purchasing habits? This is the effective management information we need to move forward effectively." ("What a Difference a Year Makes" – *CED Magazine*, April, 2001)

PFW IntelliDealer's Product Support Modules

PFW IntelliDealer's Service and Equipment modules' features are built upon those of the PFW Dealership Management System, but the functionalities have evolved to the point where they are now presented with a new degree of intuitiveness and ease-of-use, providing greater data control and analysis.

On the Service side, the Supervisor screen shows all active labor in progress, as well as historical labor transaction postings, while the Technician feature allows technicians to view their work to be performed and provides the ability to create labor transactions by logging into work order segments. (See "Service Technician Management" on page 6 of this issue for more on these functionalities.)

The Quoting feature facilitates something that is crucial for any company's product support initiative: the creation of accurate and easy-to-work-with service quotes. Quotes can be produced by simply clicking on a link and supplying the necessary field information. Also available is the ability to view all existing quotes, and then drill down to see the details of a quote, including trade-

...continued on page 3

FROM THE EDITOR

Product Support

This issue of the *PFW Password* is devoted to the subject of product support—what many consider to be a largely underexploited part of a dealership's equipment "lifecycle." In fact, we consider this topic to be of such importance that we are continuing with this theme in our next issue, which should appear in your mailbox in early 2004.

Product support is an area of great potential: some estimates place possible service margins at double or triple that of gross parts and equipment margins, where trends show customers renting more than ever. A recent AED (Associated Equipment Distributors) *Cost of Doing Business* survey showed that the corresponding retail sales needed to generate \$1 in gross profits are: new equipment, \$8.69; parts, \$3.57; and service, \$1.79. This means that preserving your dealership's current parts and labor business, and selling the service support of your after-sale products, is at more of a premium now than ever.

To this end, in this edition we are including an interview with product support expert Ron Slee, as well as articles on product support theory and its practice via PFW IntelliDealer's new application, Product Support. Also contained are complementary articles regarding PFW customers, products, and events—all combining to make the Winter, 2003 issue of the *PFW Password* a wealth of useful information you can implement today.



Andrew Jones
Andrew Jones, Editor

PASSWORD

The *PFW Password* is produced by PFW Systems Corporation and is distributed free of charge. Any comments or submissions are welcome, and should be addressed to the editor.

Attn: Andrew Jones
PFW Systems Corporation
850 Medway Park Court
London, Ontario N6G 5C6

Phone: (519) 474-3300
Fax: (519) 474-3949
E-mail: jones@pfw.com
Web: www.pfw.com

Product Support What does it mean to you?

"Whatever it takes regarding parts and service to support that product for a customer."

Mark Caldwell—Service Manager, Cook Equipment Co.—Cerritos, CA

"Being available to the customer when he needs you—in a variety of ways—and having the product they require."

Bert Gregoire—Aftermarket Manager, Enns Brothers Equipment—Oak Bluff, MB

"It's all-encompassing: any problems that come up—we need to deal with them."

Rhonda Everett—Finance Manager, McLean Implement—Albion, IL

"All the functions of the business that occur after the sales of new and used equipment. This includes all the answers the customer needs through technical expertise and service."

Jeff Lashley—Owner, Lashley Tractor Sales—Lithonia, GA

"It's the second deal. Through handling the demands and needs of the customer, we're happy to form a long-lasting relationship. We consider ourselves problem solvers."

Bob Reinen—General Product Support Manager, Brooks Tractor Inc.—Sun Prairie, WI

"It's what differentiates us from other dealers. The products now are so similar that the dealership personnel are what determine whether a customer buys John Deere or New Holland. It's everything we can do to support the product after the sale to keep the customer coming back."

Greg Hamilton—Owner, Hamilton Farm Equipment—Okanogan, WA

"Working with customers to meet their needs—all the time."

Deb Kirkpatrick—Controller, Nelson Motors—Avonlea, SK

As we are always interested in your feedback, please send your definition of product support to jones@pfw.com.

**Your
Definition
Here**

The Work Order Quoting screen allows for the creation of accurate and easy-to-work-with service quotes.

ins, parts, and miscellaneous charges. The system allows you to quickly convert a quote into an invoice, and to preview quote totals and set the invoice print parameters. Additionally, in combination with PFW eServices, your customers can access outstanding parts, service and equipment quotes, view quote details, accept a quote and schedule service, as well as request a new quote if a quote has expired.

Other features include:

- Work Orders facilitates the management of service work orders—including work in progress
- Service Scheduling, as a dealership's product support effort should include an intimate knowledge of their technical staff's skills in order to utilize them effectively
- Job Codes allows for the viewing and maintenance of job code—or flat rate—information which is used in work order and quoting systems, wherein detailed descriptions, times and parts can be loaded
- Service Agreement Management provides dealers with a facility to create and closely manage service agreements so that an active approach can be used, therefore reducing the chance that the customer will defect as a result of passivity
- The Traffic feature allows for the viewing and maintenance of the current and historical movement of equipment, as well as the ability to create delivery tickets and receipts, which are managed through shipping, add-on, and attachment detail

- Analysis Reports allows for the analysis of closed and billed work orders by dollars and days, and can analyze labor transactions for efficiency

Features included in the Equipment module are: Profile, which provides the ability to view and update equipment inventory information, as well as previously-sold units, and drill down to analyze critical unit information, including machine details and unit history; Quoting, which facilitates the viewing and maintenance of customer equipment quotes, including trade-ins, parts, and miscellaneous charges; Invoicing, which is used in order to view and maintain equipment invoices, including detailed descriptions, trade-ins, parts, miscellaneous charges and accounting details; Base and Options, which enables the viewing and maintenance of base and option information to be used in the equipment profile; and Reports, where, through the use of an easy-to-select querying tool, equipment information can be extracted from the database into on-screen reports.

Contact Us

As illustrated, when one considers the impact of a strong product support program on today's equipment distributorships, it is apparent that a quality system to oversee this is more critical than ever. For more information on PFW IntelliDealer's Product Support application, call PFW Sales at (519) 474-3300, ext. 230. [P](#)

Andrew Jones is a Creative/Technical Writer at PFW.

Product Support: An Expert's View

AN INTERVIEW WITH RON SLEE

Q&A

Ron Slee is the President of R.J. Slee & Associates, which was established in 1983 in Denver, Colorado, and "manages and participates in consulting engagements for the accomplishment of management goals." Slee taught for several years at McGill University in Montreal, Quebec, and subsequently worked at management and executive positions in parts, service, sales, and information management systems at two of North America's largest dealerships.

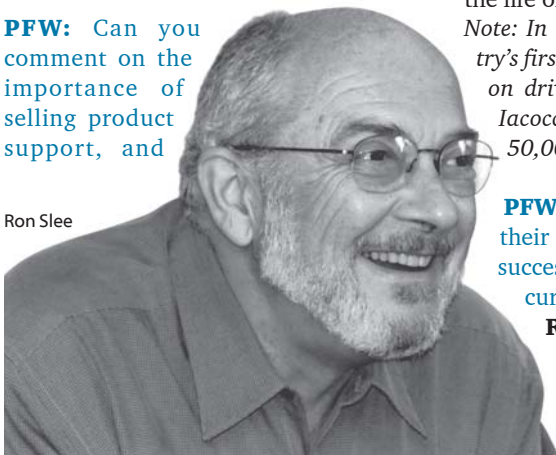
In light of this depth of experience and knowledge, we thought it would be interesting and informative for you, the reader, to gain some additional product support insight, courtesy of an industry expert. To that end, we spoke with Ron and asked him the following questions:

PFW Password: In order to provide a context for our readers, your definition of product support is: "a dealership's expertise regarding the features and benefits of its products and services, as well as being an integral part of the sales effort." Is this still a valid assessment, or do you have any new, additional insights?

Ron Slee: This definition is still valid, but there are more specific goals for a product support initiative. The main ones are to reduce operating costs for owners, protect the residual value of equipment, provide a safe and clean working environment for employees, and provide an adequate return on the product support investment.

PFW: Can you comment on the importance of selling product support, and

Ron Slee



the offering of value through effective after-sale product support?

RS: The word 'value' is a code for increased prices, so be careful how you couch that term. We're after the proper operation of equipment. We need to have the proper equipment and parts availability and services performed by an authorized dealer—if not, the equipment will not function properly as designed. The support when trouble arises is what customers lose if they go elsewhere. Remember that there is nothing that can't be made cheaper by somebody else. For instance, maintenance is not just changing filters and dropping fluids, there is much more to it than that—it's not the same as a car or truck, which are bulletproof and operate in a finite environment. We have to have trained PSSRs (Product Support Sales Representatives) so that we can assist the customer in getting the most out of the machine. Don't forget, the authorized equipment dealer is the only one who has the responsibility to support the whole machine, and a lack of continuity hurts the dealership.

PFW: What are your recommendations on how to prepare and present product support for sale in the best way possible?

RS: The analogy here is with a car, and therefore we should sell both an extended warranty and a maintenance contract. There is a certain peace of mind that comes with these. Lee Iacocca's 5-year or 50,000 mile extended warranty impacted the car business greatly in that the dealerships then recouped more of the labor hours, and the life of an automobile was extended.

Note: In 1963 Chrysler offered the industry's first 5-year or 50,000 mile warranty on drivetrain components, and under Iacocca, an industry-first, 5-year or 50,000 mile corrosion warranty.

PFW: How can dealerships identify if their product support effort is not as successful as it could be? Are there accurate "acid tests?"

RS: Yes. Calculate the potential for parts and labor by comparing the potential versus the actual purchase volume. It sounds perverse when you say to a customer

that they can save money by always buying from me, and possibly even at a higher price. And not just the PSSR, but everyone who deals with customers should know about them through proper market segmentation and customer profile information.

PFW: What are the biggest challenges dealerships are currently facing in terms of realizing their product support potential?

RS: One is recruiting, attracting, training and retaining the best employees possible, not just the parts and service counter, but in all aspects of product support from management through mechanics and warehouse employees—everyone! Another is system support, which is a series of delivery systems we give to the customer. Examples are scanning and voice recognition systems, touch screens, in-store displays, and self-service islands. We need to train customers on these delivery systems. And, like banking, we will need to take a "fee for service" stance.

PFW: What information does a dealership's management system database need to provide in order to support a product support initiative?

RS: The database needs to give us purchasing patterns and history, meaningful customer retention statistics, a customer profile that is pertinent, machine population data, and information on who the customer is buying from. You need to be able to see things like buying habits by week, month, and quarter so you can determine if there is change in a customer's buying habits. Equipment make, model, attachments and special-modification information is essential, and the customer profile should give you name and address, as well as the customer's preference regarding the use of purchase orders, and demographic and psychographic information, so the personality of the customer can be determined. If a customer has stopped buying, we need to know when they stopped.

PFW: You talk about segmenting customers by similar characteristics in order to effect good "territory management" and help with market penetration. You also mention the importance of managing cus-

customer relationships in order to retain customers, as well as retaining a goal of creating and maintaining customer loyalty through solid customer service fundamentals. Are all of these examples of where a dealership management system can be instrumental in product support, assuming the appropriate functionalities exist?

RS: Definitely. If you need proof, see the *Harvard Business Review* stats regarding retention rates.

Note: In a 1990 study conducted by Frederick F. Reichheld and W. Earl Sasser, it was found that with a reduction of just 5% in customer defections in the industrial distribution business sector, the increase in customer value was 45%.

Once you see your customer defection rate and the impact that it has on your business, you will want to take some form of positive action to retain all of your customers all of the time. (In the same study by Reichheld and Sasser they suggest that “companies can boost profits by up to 95% by retaining just 5% more of their customers”). The AED (Associated Equipment Distributors) stats show that the number of customers that generate 80% of your sales will be closer to 10% than 20%. This low number of high-sales-generating customers is due, in part, to the defection rate of your customers growing at a higher rate over the years than the rate at which you were generating new customers. The Japanese believe in the idea that your customers are lifelong. Conversely if you ask people in North America about customer service, the common answer is that it sucks.

Also, as John Naisbitt says, employees are critical, and therefore if they aren't trained, they won't contact customers regularly—and I'm not talking about just through mail.

Note: In his 1982 bestseller, MegaTrends, John Naisbitt observed, “Whenever new technology is introduced into society, there must be a counterbalancing human response—that is, high touch—or the technology is rejected.”

PFW: From a product support perspective, can you comment on the importance of dealership management software functionalities such as work order management, service scheduling, service agreement management, traffic control, and equipment and service quoting?

RS: Work order management is critical, as we must be able to schedule labor on the floor. From one-half hour to eight hours

are the work order scheduling limits, and we must maintain the schedule integrity. We must also know the technicians in order to effectively segment the labor and we must see the causes—not the symptoms—of problems. The technology should allow us—with a simple touch pen—to make comments on these causes. Service scheduling is ditto as for work order management, where the system should make it easy for us to maintain a service schedule, for example the start and stop dates. Service agreement management is critical, in that it's easy to sign a customer up for an agreement, but the hard part is that every condition and term of the agreement needs to be met. We can use a GPS (Global Positioning System) to maintain the hours on a machine, but the customer walks away due to lack of response. Only 2% of service maintenance is done by the Original Equipment Manufacturer (OEM) dealer. Regarding parts service, the parts people should not go home until every part the customers are looking for has been found. Also, shipping transportation methods are important and more complex now, and most dealerships have a tendency to overlook this. Equipment and service quoting is a prerequisite in the system, and should provide quote totals, not just prices for items. We need to be able to move easily from quote to order status, and if not, we need to be able to quickly get back to a customer to find out what happened. (For related information see “Product Support: Towards 100% Absorption” on page 1.

PFW: In your experience and dialogue with dealers, is there a tendency on their part to underutilize or overlook aspects of effective dealership management software, even if the system is already in place and is helping run the business?

RS: Yes. The best illustration is in parts inventory turnover.

Note: Parts inventory turnover is calculated by taking the sales for the last 12 months, at cost, and dividing that value by the average inventory on hand over the same 12-month period, while also factoring in back-order sales. The AED-surveyed average is approximately 2.5.

The pressure is not currently there in dealerships, but it should turn six or eight times. When I say this, dealers think I'm crazy. The systems and tools are there to attain these turnover rates, but they should be used by matching them to people and

their skills. These systems assist with asset management, which is a critical thing.

PFW: What do you see as future product support “hot issues”?

RS: Electronic control units that are satellite driven and transmit to an LCD display (in addition to providing the location on the unit, now data regarding operational information can be gathered via sensors. Dealerships can now know where a machine is, how many hours are on the machine, and engine conditions like oil pressure and coolant temperatures, which affect product support).

Also, dealers need to drive absorption not just by net income, but by curtailing administration and accounting costs, and through a better recognition of the parts and services departments' role.

Better market coverage should be like a doctor's annual checkup, not triage in the emergency room. As well, attention must be paid to service profit channels, where employee and customer loyalties are related.

Note: According to the book The Loyalty Effect by Frederick F. Reichheld, there is a clear link between the level of employee satisfaction and the overall level of customer satisfaction, both of which affect profitability. P

Ron Slee's Management Training Seminar Schedule 2004

Parts Management Unit I

- February 16–17, Dallas, TX
- September 21–22, Chicago, IL

Service Management Unit I

- February 18–19, Dallas, TX
- September 23–24, Chicago, IL

Parts & Service Management Unit II

- June 21–22, Palm Springs, CA

Parts & Service Marketing

- April 5–6, Chicago, IL
- November 9–10, Phoenix, AZ

Product Support Selling

- April 7–8, Chicago, IL
- November 11–12, Phoenix, AZ

Product Support for Non-Parts and Service Management

- June 23–25, Palm Springs, CA

For more details visit www.rjslee.com

Improving Technician Efficiency

PROFIT THROUGH LABOR TIME MANAGEMENT

BY ANDREW JONES & KYLLA BERGERON

As a service department's success is relative to the management of technician time and performance, measuring "labor inventory" is integral to increasing the net profit of the department. Increased productivity—which is the time a technician is available to work divided by the actual daily working hours—and efficiency—which is the technician time spent working on a unit, divided by the recorded flat-rate time—are two benchmarks of effective service technician management.

Beginnings

These indicators can be improved with two features of the Product Support application of PFW IntelliDealer—Supervisor and Technician. Nicknamed "eTech" during the collaborative development effort by PFW and Huron Tractor of Exeter, Ontario, these features are a continuation of an evolution that was started in 1995 with the introduction of Labor Barcode Scanning to the PFW Dealership Management System.

With the advent of the barcode system, service departments were instantly more effective regarding the collection of labor timecard information, the management of work orders and, as the technicians in the service department gained the ability to log on and off work orders with the simple swipe of a barcode, track and manage service efficiencies.

While the labor barcode scanning concept was indeed innovative, its inherent centralized point of entry resulted in two possible disadvantages: more steps for the technician and competition for access to the scanner, which could lead to lineups.

The first implementation of eTech uncovered minor changes that were necessary in order to eliminate any possible technician-oriented issues. Examples included the ability to log breaks and end of day as well as create a virtual timecard. The result was that, between December, 2002, and July, 2003, the PFW/Huron Tractor project moved rapidly from a concept, to the development stage, to beta testing.

eTech Principles

Among the benefits of eTech is that, at the discretion of the dealership, the technicians have instant access to information, something they did not possess with previous manual timecard or barcode scanning systems. Available information includes work order summaries, work order history, previous repair history of a particular machine, and a virtual timecard which shows which work orders technicians have been logged on to that day and the previous day. John Rudderham, VP and Aftermarket Manager at Huron Tractor, says, "We've moved the manual timecard and eliminated the activities associated with it."

Included in eTech are important security measures—that are applied as per company policy—which are designed to protect against the abuse of the system. This is achieved by allowing only one log out for lunch and one for the end of the day, as well as allowing for different break-time logging methods—depending on the policies of the dealership. eTech is able to grow with a technician, as an administrator can grant increased levels of access to various features within eTech—relative to the level of confidence and trust in that employee—or take away authority if these are misused.

eTech makes use of new technology in order to reduce the manual entry of information to an input screen, which results in the minimization of keystroke errors. As well, a manual, clerical step is eliminated in that machine hours are updated in both the equipment and work order systems. Moreover, it offers service departments a unique set of tools with which to manage—and help optimize—the delivery of service to their customers.

Technician Screen

A service technician can see all scheduled work orders on the Technician screen. When a technician begins a work order, they log on to the work order and the segment within that work order they have been assigned to. eTech offers the flexibility of defining whether technicians are responsible for the entire job, or segments therein. As well, in situations where job steps are defined, and based on what a technician finds during a diagnosis, they

Mark Landreth Logged On

C86012-01

235 Wide Wing Disk 3

W/O Total Remaining: 01:14:29-

W/O Total Elapsed: 01:14:29

W/O Daily Elapsed: 00:00:29

Log Off Break Lunch End of Day

Comments Message 2nd Tech Assist

Change Segment?

The Logged On Technician screen allows technicians to maintain the status of their time.

can be given the authority to provide a full description of the job step to be performed.

The system records the duration the technician spends on a work order and how much time is left. The administrator can emphasize total work order time, or segment times, depending on the dealership's preference. From there, the technician can indicate his department-assigned break times as well as lunch and end-of-day log-outs in order to accurately total the labor time billed to the customer. Also available are options to add relevant point-form comments to the work order and send a related message—such as sending a requisition for parts—to a system terminal or e-mail address. This eliminates the need for the technician to leave their work area, which creates more down time that needs to be accounted for. Technicians can aid other technicians with different work orders by allowing another technician to log on to their terminal, and by using the Assist function to specify assist details.

Rudderham says, "Our service manager likes eTech and our technicians like eTech. The technicians like that they now spend less time walking to an office for their next job, and there's less time spent on each job sign-off. It has taken footsteps and waiting away. Now, two people can stop what they are doing and talk about a work order. It puts technicians in contact with the manager, and, as well, it allows managers to work in the office with less stress."

Cost justification is addressed, in that the service hardware—such as laptops and scanning technologies—that the manufacturers encourage the dealerships to use can now be put to better use—in concert with

eTech. Rudderham notes: “eTech also complements our tech manuals and PDFs, results in fewer queues and more visibility, and gives instant work-site access.”

eTech has given technicians and managers added functionality, as well as maintaining requisite aspects of the manual system. An example is the virtual timecard, wherein the technician can click on a link in order to see their current or previous day’s timecard.

Supervisor Screen

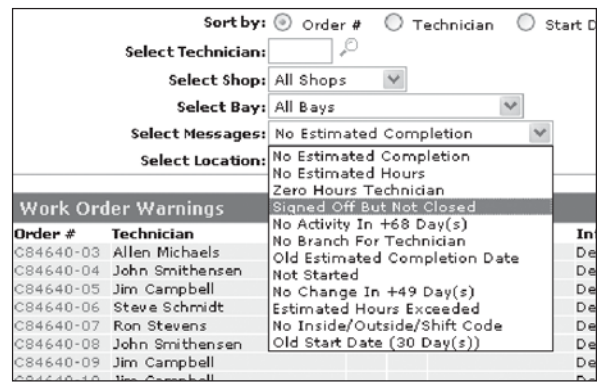
The Service Manager can access the Supervisor option in order to see all of the work in progress, work order warnings, or scan history. The Supervisor function allows more managerial information to be accessed, such as work order warnings, a history of logs, and work order logs.

In Labor in Progress, a manager can receive a list of current jobs and relevant information such as the technician, order number, description, start date and time, and elapsed time. Also available is a link used to add labor entry information, such as work order and segment number; labor date, start and stop time; technician; hours worked and charged, and premium code.

Work Order Warnings allows the selection of work orders that require attention. Examples of the sort criteria are “Signed Off But Not Closed,” which indicates the work order needs to be reconciled; “no activity in x days,” where the number of days is defined in PFW table BRWVAL1; and “estimated hours exceeded.” You may also further select by order number, technician, or start date and by location, shop and bay. Then, drill down on a work order to see machine and segment details. Finally, generate a work order—or work order with details—preview.

Scan History allows the manager to quickly view, edit, or copy technician labor-entry details, or see work order details, including stock numbers that can be drilled-down to equipment detail, base and option breakdown, and unit history.

Rudderham summarizes his feelings about eTech’s strength: “It will keep technicians at the workplace, working with less distraction, and with better concen-



From the Work Order Warnings screen, managers and supervisors can view work orders based on a set of selected attributes.

tration. The next step is to train service technicians so that they can use this common tool to ask questions, or find someone to provide the answer. I’m not looking to replace clerks with eTech, but it’s the right thing to do to make technicians more efficient and productive.”

eTech, as shown here, is a valuable addition to any dealership interested in strengthening their product support effort. Please contact PFW Sales, or see www.pfw.com for details. P

Andrew Jones is a Creative/Technical Writer at PFW.

Kylla Bergeron is a Product Marketing Manager at PFW.

PFW’s Customer List Continues to Grow

PFW IS PLEASED TO WELCOME THE FOLLOWING DEALERSHIPS TO ITS CUSTOMER LIST:

Wilson Equipment Co.

A distributor and rental center of heavy machinery, Wilson Equipment Co. has provided over 100 years of continuous customer service. Headquartered in Lexington, KY, Wilson has full-service locations in Corbin and Prestonsburg from which they serve a diversity of customers, including general, excavation, pipeline, and highway contractors, homebuilders, and the forestry, coal, mining, and quarrying industries. Wilson is an authorized dealer for Case, Kobelco, Bomag, Allied Construction Products, Grimmer Schmidt, Kawasaki Wheel Loaders, and Rogers Trailers, among others. Wilson Equipment Co. believes “we’re big enough to meet our customers’ needs but small enough to know them by name.”

Carlson Tractor & Equipment Co.

A former MTA user, Carlson Tractor & Equipment Co. is a third-generation family-owned and -operated business. Carlson operates dealerships in Rosemount and Rogers, MN, and traces its beginnings back to 1953, as part of a Ford tractor franchise. Carlson Tractor & Equipment Co. was incorporated in 1962, and in 1985, Kobelco excavators and New Holland skid steers were added to the existing Ford tractor/loader/backhoe line. Over the years, other lines have been added, including industrial grinders, screening and crushing equipment, and hydraulic hammers. Seppi land-clearing attachments were added in 1992 and eventually became Brush Technology, a division of Carlson. Carlson Tractor & Equipment Co. seeks to find new and innovative ways to help its customers be more productive and efficient, and believes its own success is a reflection of its customers’ success.

IBM eServer iSeries RECENT UPGRADES

Bobcat of Knoxville
Knoxville, TN

Buck & Knobby Equipment Co.
Ottawa Lake, MI

Colusa Tractor Co.
Colusa, CA

G&H Service, Inc.
Newton, NJ

Mid Cal Tractor
Stockton, CA

Mid South Agricultural Equip.
Memphis, TN

Mid-State Equipment
Columbus, WI

Modern Farm Equipment Corp.
Gordon, NE

Porter Henderson Implement Co.
San Angelo, TX

PFW's Advanced Parts Workshop

BY DAN KANE

From September 17-19, 2003, many of PFW's customers gathered for the PFW Advanced Parts Workshop at Spencer Hall in London, Ontario. Support Specialist Dan Kane helped present the workshop—which focussed on the Parts and IT segments of the business—to dealership owners and managers, and he provides the following first-person observations of the workshop:

- I felt there was a lot of interest in the review of Auto Reclaim. In fact, since the workshop—and the consequent new use of Reclaim—support calls regarding this feature have increased dramatically.
- Lots of “wows” and “reallys?” were heard regarding Price Update Processes and there

was a good class response during the Parts Interfaces topic presentation—although I was surprised to hear that a lot of people were not using the interface between their vendor-supplied parts catalog and the PFW business system.

- AIS and Coneco are using the Consignment Inventory feature extensively, and they had some excellent ideas on making the product more useful. This generated excitement and interest among the other dealers.
- VP of Product Design and System Architecture Ross Atkinson presented the new release, PFW eMerchandise, and it was apparent there was a lot of interest in the future of PFW. He also demonstrated PFW IntelliDealer, including ideas regarding parts and service.

• The Promo Pricing feature is still in the planning stage, but there was a lot of interest and discussion on the possibilities of this product.

• A topic that was not originally scheduled was the Sales Order screen and all of its features, yet it generated as many “oohs” and “aahs” as the rest of the presented topics. I think it shows how many users could benefit from some additional training.

• Rounding out an informative series of classes was the presentation of sessions on Central Inventory and Surplus Transfer, Parts Quoting, Parts Accrual Process, Sublet Parts, Dealer Parts Receipts, and R6V01 New Release Features. **P**

Dan Kane is a Support Specialist at PFW.

Industry News

Congratulations to Brian Taschuk of Hammer Equipment in Calgary, Alberta in assuming the role of 2003 Canadian Association of Equipment Distributors (CAED) President.

Brian Taschuk

Brian graduated from an Industrial Heavy Equipment Technology program in Edmonton, Alberta and worked in the industry as a mechanic, service manager, and Regional Manager in Western Canada for Champion Road Machinery, then moved into retail as a Branch Manager, and is currently VP and COO for Hammer Equipment Sales Ltd., the Case, Kobelco, Terex, and Dynapac Dealer in Alberta, and a PFW customer.

With twenty-five years experience in both retail and wholesale positions in the industry, and after serving for three years as a director for the CAED, Brian was appointed President in September 2003, succeeding Jim Burns. Brian lives in Calgary, Alberta, with his wife Lauriane, and two children Morgan and Branden.

JANUARY 8-9, 2004 — ORLANDO, FLORIDA

CONDEX 2004

PFW

THE ONLY REAL CHOICE

PFW would like to see you at the AED CONDEX show this January in Orlando, Florida. Located at booth #611—in the main aisle, near the front entrance, between the Wacker and VibroMax booths—PFW representatives would love to meet with you to discuss and demonstrate “the only real choice”, our line of cutting-edge dealership management products, including PFW IntelliDealer, PFW eServices, and PFW Management Central.

SEE YOU THERE!

PFW
Booth #611



The PFW Dealership Management System is “designed for dealers by dealers.” Incorporated in 1981, PFW offers years of experience developing software for equipment dealerships of all types and sizes. It's ideal for single or multi-store equipment dealers. The PFW System has been developed from the dealership's perspective. Ongoing enhancements grow with today's customer and market needs.

Not only will we provide on-site installation and training, we also have friendly, experienced customer phone support to accommodate after-hours emergency services. Regional training seminars ensure the exchange of ideas and information among PFW users. With hundreds of installed sites across North America, the PFW Dealership Management System is proven to be a reliable, stable, cost-efficient system. There's no need to look any further for your management system—it's the ultimate dealership management system...period.

The IBM logo is a trademark and the IBM Certified for e-business is a trademark of International Business Machines Corporation in the United States, other countries, or both.

850 Medway Park Court
London, Ontario N6G 5C6
Phone: (519) 474-3300
Fax: (519) 474-3949
Web: www.pfw.com

