



Success Story

Atlantic Tractor LLC

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Gregg Rebar – Chief Operating Officer, Atlantic Tractor LLC

FOCUS: CUSTOMER SERVICE

With 14 different branches in 13 cities throughout Maryland, Delaware, Pennsylvania and Virginia, Atlantic Tractor carries a large inventory of new and used tractors, including lawn tractors, row crop tractors, 4WD tractors, utility tractors and compact tractors as well as combines, forage harvesters and hay tools including round balers and mower conditioners. Atlantic Tractors also sells and services skid steers, compact track loaders, TLBs and mini-excavators.

A combined \$6 million of repair parts in inventory, over 150 technicians, a fleet of more than 50 service vehicles, a sales team over 50 people strong and 24-hour, seven-day-a-week after-hours support all adds up to what Atlantic Tractor is all about – providing their customers with the best customer service in the industry.

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Challenge

Even with a robust Customer Care module, some Dealers were having difficulties getting staff members to work on customer profiling and take advantage of all the information stored in the customer service database. For Gregg Rebar, Chief Operating Officer at Atlantic Tractor LLC, the issue came down to the fact that every aspect of his Dealership Management System (DMS) was separated into silos (parts, sales, rentals, service, etc.) without one fully integrated screen to show all info relating to a specific customer.

“If you want to improve customer management, you’ve got to integrate everything, every aspect of the Dealership Management System as it relates to your customers. Since our business is all about the customer, why not start with the customer and then go where you need to go in the system from there? It was really about ultimate integration,” says Rebar.

Solution

At the February, 2005, PFW conference in San Diego, Rebar met with PFW’s Frank DeDecker, VP of Development, and Ross Atkinson, VP of System Architecture and Product Design. Rebar explained his idea for a piece of software that would act as a common element and enable the user to bring up anything in relationship to a customer. Rebar wanted every member of his staff – especially those from different departments or branches – to have access to the same information. With easy access to all information pertaining to a single customer, Rebar hoped this new feature, which became IntelliDealer’s “Customer Portal”, would allow his staff to provide knowledgeable, efficient customer service, regardless of their department.

“Customer Portal went from concept to deployment in under a year. From my point of view, that was the cool thing about the whole process. PFW was able to put it all together relatively quickly and the whole thing works very well overall,” Rebar says.

Impact

Customer Portal is fully customizable as to what information is shown, what order it is shown in on the screen, what colors are used to display the information and what information is accessible by what employees. It also stays in the background so employees can work with any other aspect of IntelliDealer and still have quick-and-easy access to all the valuable information it provides. Since it is so well integrated with the rest of PFW’s IntelliDealer Dealership Management System, it can take you virtually anywhere you want to go and also functions as a great training tool for new employees. Most importantly, it helps employees to remember to think customer first.

“At PFW, we foster close relationships with our customers and rely on them to let us know how we can help them make the most of our business... we believe it is our job not only to listen, but to implement our customers’ ideas whenever possible. We are proud of the personal relationships we build with our customers,” says Atkinson.