



Heavy Equipment Case Study

“We need to train and certify our dealer sales reps and service technicians for optimal performance.”



Background

The World leader in construction and mining equipment faced a need to directly engage and develop their global distribution channel at all levels including all customer facing job roles and all sales and service positions. The goal included the need to deliver a full performance improvement model consisting of communication, education, motivation and measurement. In addition to developing these individuals the manufacturer also needed to better engage the dealers and provide new and improved management tools to the dealer management team including tools designed specifically for front line sales and service managers to manage their direct reports and support the introduction of a highly sophisticated certification program tied to competencies, across all sales and service positions. Finally, they wished to deliver this new solution as a 4th generation, fully contextual experience to all users.

Challenge

With an independent, worldwide dealer population of over 60,000 service technicians, 20 thousand sales professionals, and thousands of executive stakeholders serving virtually every inch of the world, this deployment required leading-edge enabling technologies, a “think globally—act locally” perspective and an Internet acceleration technology to ensure a good experience by dealers and their branch offices throughout the world.

Additionally, a Support infrastructure needed to be in place to ensure multi-lingual Level 1 support and a full complement of Level II and III Support services.

Finally, the solution called for a multi-portal solution to meet the complex needs of multiple business units serving all facets of the dealership, and an audience-smart solution ensuring the people only saw what was of value to them. Without this, ease-of-use would be a serious problem.

Solution

The initial deployment included all dealers and distributors worldwide, with suppliers and customers coming onboard over the next several months.

This comprehensive deployment unifies all facets of distribution channel development into a single, easy- to-use portal with distributed centers of excellence. The Performance Center’s™ unified core technologies include Marketing Communications Management, Learning Management, Performance Management, Content Management and Social Management. Additionally, the portal capabilities of the system allow easy, single sign-on (SSO) to other dealer and customer-facing systems both inside and outside the firewall.

The goal has been to give the dealer network a powerful, yet easy-to-use focal point for training, development and all forms of performance management. The typical approach of doing this through multiple complex sites, and multiple technologies, was no longer complementary to this manufacturer’s vision.

Ultimately the solution needed to “pay for itself and the manufacturer’s team supporting it”. LogicBay was able to achieve, and surpass, this goal by utilizing a subscription model for all audiences, a premium pay per view content model and accompanying site license options.

Result

Within 6 months the deployment reached all facets of this manufacturer's distribution channel worldwide. It is currently in 9 languages and delivered through 13 centers of excellence (aka portals), including Service, Sales, Product Support, and more. The system includes over eight thousand training courses and millions of records.

The Performance Center™ made an immediate and significant impact on dealer engagement. People started using the new platform immediately and taking advantage of the intuitive features designed specifically to get them performing at higher levels. Unique widgets round out the feature-function package providing the users with global collaboration, networking, virtual meeting spaces, content libraries, news & Information and much more. An e-commerce engine supports the deployment and allows for a flexible approach to subscriptions and pay-per-view options.

Dealers now use the system for many facets of their dealer life, from accessing company documents and communication materials, collaborating and sharing best practices with other dealers, advancing their careers and income through certification, and maximizing their product and sales knowledge. This leading manufacturer of construction and mining equipment is building upon a rock solid foundation that will serve them well for many years to come.

About Us

LogicBay has been helping companies achieve breakthrough performance from their sales channels by applying proven best practices combined with Partner Relationship Management (PRM) technology since 2003.