

## Streamlined service department offers lower ownership costs

INDUSTRIAL materials handling solutions provider Goscor Lift Truck Company, part of the Goscor Group, has restructured its service department in order to offer customers the lowest total cost of ownership.

With 19 years' experience in the local forklift industry, Lex Winson was appointed as Service Manager, with effect from January this year. Latest developments include the addition of a Pre-Delivery Inspection (PDI) area at the main workshop facility in Johannesburg. "This has been a major highlight that has changed the mindset of the organisation to focus on customer service, and provided a good selling tool for the sales department," Winson points out.

Winson has also been instrumental in updating the process



flow in the service department, which has involved dividing the technical support team into a general administration section and a technical section. The latter includes a new call centre, which will ultimately be linked to Goscor Lift Truck Company's toll-free number to improve its 24/7 back-up service.

Technicians are on standby in case of after-hours emergencies. A manager has been appointed to be in charge of the overall workshop facility, reporting directly to

Winson, while the existing foremen have seen their roles expand to become Contract Managers, responsible for different areas. The first appointment in this regard covers the Lowveld area from Nelspruit to Polokwane. Three Product Support Representatives have been added to the team, the main function of which is to grow the aftermarket and service support function.

The service department is the heart of the business, representing a critical extension of the

relationship with the customer once the initial contract is concluded. "Getting the initial order signed is a small part of the equation. Keeping that customer satisfied during the entire term of the contract, and then coming back to us again, is what is truly important."

Winson says his immediate goal is to turn the service department around and improve on our customer support levels. "Goals have been set up to the middle of the year, and by the beginning of 2018, where everybody will be well-trained in the new business model.

"Technology has also advanced, especially in terms of electric-driven equipment, where components need to be programmed and engine diagnostics carried out via laptop. This is in line with similar developments in the automotive industry," Winson explains.

## A greater display of accountability

RTS recently launched its modular Driver Display unit that can act as a standalone or as part of the full FMX Forklift Management System package, offering some features that depart from the standard. Firstly the FMX Display can be fitted to ANY brand of machine and can be transferred between brand types. FMX Display also offers multi-tier Access Control, via normal Tag On or Tag On plus Pin Code or Tag On, plus Pin Code plus Driver Check List or Tag On, plus Pin Code plus Bonnet Open (IC machines) plus Driver

Check, before a machine will be allowed to start.

On many sites the Daily Check Lists, if they exist, are ticked off with great flair and interesting artworks, sometimes filed, or relegated to file 13, often without getting within 100 metres of the machine.

FMX Display records and stores the check online for later recovery if necessary, and can be used as part of the greater driver scorecard process.

FMX Display is rugged and robust, designed for African and similar conditions and

has other handy features such as Speed and Revs (IC) and Speed and Battery Voltage (Elec), Alerts, Fault conditions and reasons for shut down.

FMX remains the only product to have Engine Protection, Access Control, Speed Limiting, Transmission Protection, Battery Protection, Starter Motor Protection, Idle Cut Out, Positioning, Driver Display and Load Management (with more) in a single control box. FMX is fully modular, transferable and supported by world-class web-based software.

## Another Linde truck for Amcor Flexibles

AMCOR Flexibles is a global printing and laminating company who are already utilising a range of Linde products within their operations. Their need of a forklift for their Warehouse in Kwazulu Natal naturally meant that they would look to Linde as their supplier of choice for their electronic truck. Linde South Africa is proud to be associated with Amcor Flexibles and are looking forward to a continued business partnership with them long into the future.



Seen in the photo from left to right are : Pat Pillay/ Product Support, Linde Durban; Leverne Poisson/ Area Sales Manager, Linde Durban; Sibongumenzi Khati/Procurement Specialist, Amcor Flexibles; Rafiq Peerbhai/Operation, Amcor Flexibles.

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