

Lift truck company streamlines service offering

INDUSTRIAL materials handling solutions provider Goscor Lift Truck Company, part of the Goscor Group, has restructured its service department.

With 19 years' experience in the local forklift

industry, Lex Winson was appointed as Service Manager with effect from January. 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 said.

He 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 oversee 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



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be well-trained in the new business model."

By restructuring its service department, Goscor Lift Truck Company is also ensuring it keeps up to date with the latest technology and repair methods. "There has been a major change in the way that batteries are maintained and managed, for example, such as the inclusion of battery bays and specialised equipment.

"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 said.

YoungChul Kim from Doosan was recently given a tour of the revamped and streamlined service department. "What impressed me was the major changes overall in the organisation and business model, which takes into account the entire lifecycle of the lift truck. The workshop is well-organised and clean, the PDI area has a clearly-visible information board, and there is a loadcell for testing purposes," Kim said.

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