

Basic Software Systems and SATISFYD Integration

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PRESENTERS



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About

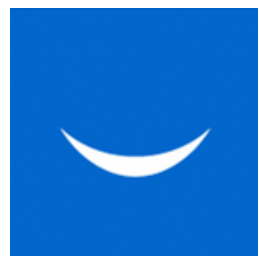
 **SATISFYD**



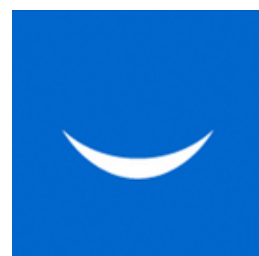
Your Partner



Wowing customers & employees since 1998



Heavy equipment dealership specific experience



Fully integrated and automated with key business systems

Our Solutions



Voice of Customer

Boost revenue by leveraging customer feedback gained through our automated full-service customer experience survey process



Voice of Employee

Attract and keep talent by turning employee feedback into actionable insights with our turnkey engagement program



SATISFYD Reviews

Take control of your online reputation by managing online reviews with our software designed for the heavy equipment industry

We Have Become the Leaders Thanks to...

Our SATISFYD Customers

A.C. McCartney
Berry Companies
Bobcat of the Rockies
Brown and Hurley
Florida Coast Equipment
Great Dane
Agriterra Equipment

Hino Motors Sales U.S.A.
Hutson Inc.
James River Equipment
KC Bobcat
KIOTI Tractor
Lakeside Trucks
Livingston Machinery

Miller-Bradford & Risberg
Murphy Tractor & Equipment
RDO Equipment
Redline Equipment
White Star Machinery
Wilbur-Ellis
And many more...

And More!

"This is a great company with great people that we have been using for a while now with great results. I highly recommend Emilie and, the CEO, Ryan."

-Federico Lamas, Vice President at Virginia Tractor

The Impact of Feedback on Your Bottom Line

- ✓ Boost Revenue
- ✓ Attract and Keep Top Talent
- ✓ Take Control of Your Online Reputation
- ✓ Gain a Competitive Advantage

What Our Customers Typically Experience:

1

A 1-point increase in market share for every 6 points of improved tracked metrics

2

A boost in online reviews from 40% to 80% in the first year

3

An impressive 13X return on investment

Learn More About Our Customers



Doug Tibben
President



Focusing on customer feedback, employee education, and improved communication channels led to a **60% increase in market share for Pattison Agriculture since 2020.**

[Learn More](#)



Adam Berry
COO



Conducting comprehensive customer surveys across divisions and branches, we **uncover localized issues, driving positive transformations**, improving communication, and shaping exceptional experiences.

[Learn More](#)



Trish Smith
Director of Human Resources



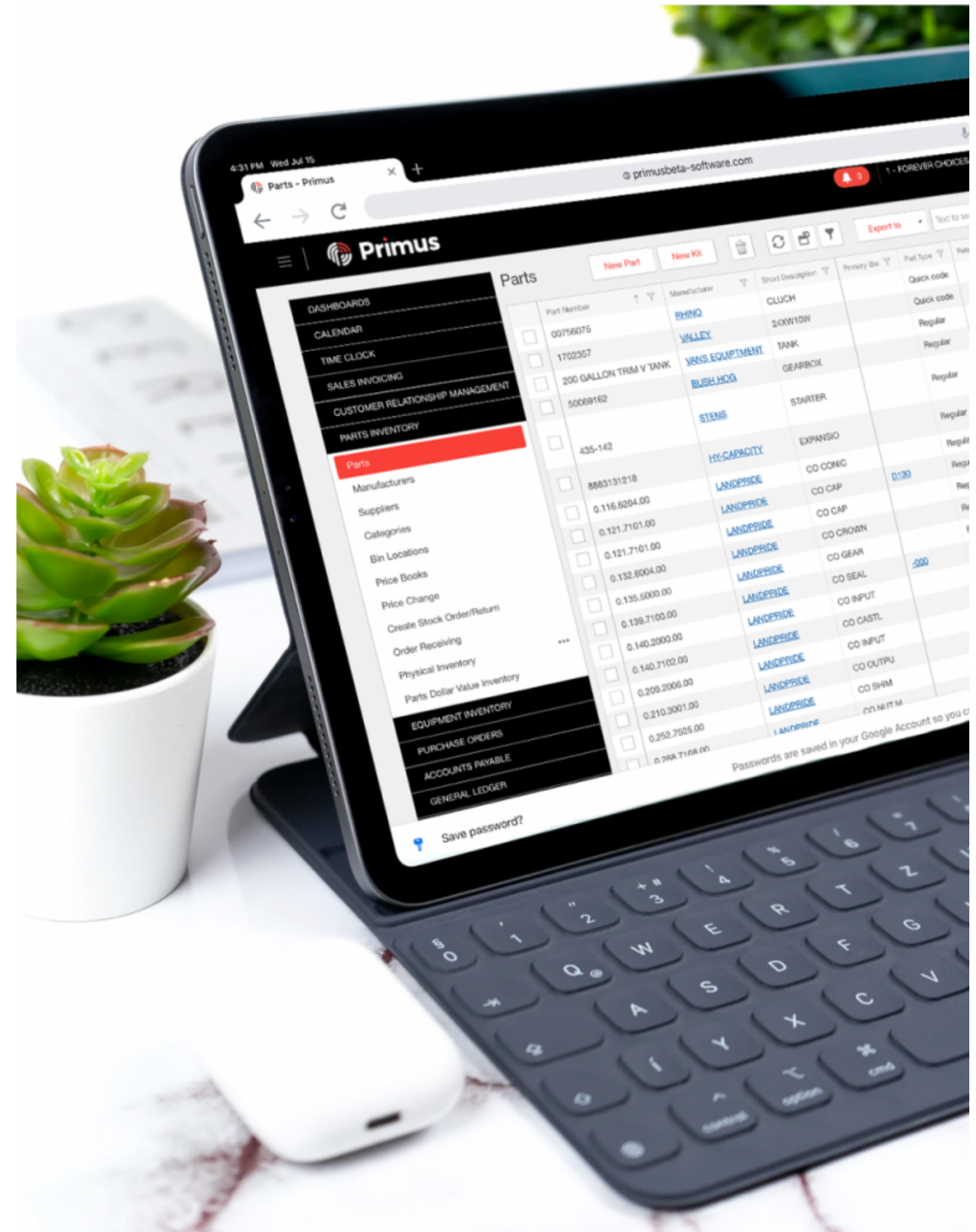
Struggling to unify 7 independent dealerships into a cohesive company culture., they achieved **12% reduction in employee turnover**, 19 point increment in their eNPS in a period of 5 years, and was voted "Best Places to Work in the Central Valley" by employees.

[Learn More](#)



About basic

SOFTWARE SYSTEMS



FOCUS

Founded in 1979

ERP Solution

Impacting your business on every level

Industry-focused Solutions

- **Heavy Equipment**
- **Outdoor Power**
- **Powersports**

SOLUTIONS

Inventory Control

Accounting

Sales

Service

Rentals

Scheduling

e-Commerce Solutions

Numerous Partner Interfaces



CUSTOMER EXPERIENCE

REAL-LIFE EXAMPLES



- ✓ **Organize Customer Feedback by Category**
- ✓ **Prepare Customers for Upcoming Surveys**
- ✓ **Motivate Employees through Incentives**
- ✓ **Prepare Customers for Upcoming Review Request**
- ✓ **Make Reviews Available for Customers**
- ✓ **...Motivate Employees through Feedback**

EMPLOYEE EXPERIENCE

REAL-LIFE EXAMPLES



✓ **Analysis and Benchmarking of Compensation**

✓ **Taking a Detailed Look into the Benefits**

✓ **Development of Employee Growth Path**

Basic Software Systems

SASTISFYD Integration

➤ **Basic Software Systems will export the following to SATISFYD daily:**

➤ **Parts sales**

Closed sales including the sales invoice number

➤ **Equipment sales**

Closed sales including the stock number, make, model, and serial number

➤ **Service sales**

Closed sales including the sales invoice number, make, and serial number

➤ **Rental sales**

Closed sales including the sales invoice number, stock number, make, and model



 **basic**
SOFTWARE SYSTEMS

What's
Next?



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SATISFYD

CUSTOMER & EMPLOYEE EXPERIENCE BENCHMARK REPORT

How Do You Stack Up Against Construction and Agriculture Heavy Equipment Dealerships

2022

OVERALL NPS BY SIZE



The average customer NPS among equipment dealers is 80. Large and midsize dealers received similar NPS of 78 and 77, respectively, while small dealers scored significantly higher at 86.

While small dealers outperformed their larger counterparts, all dealerships must continue improving their customer experience to remain competitive in the market.

<p>Large Dealers 20+ LOCATIONS</p> <p>78 NPS</p>	<p>Midsize Dealers 6-19 LOCATIONS</p> <p>77 NPS</p>
<p>Small Dealers 1-5 LOCATIONS</p> <p>86 NPS</p>	<p>Overall Average</p> <p>80 NPS</p>



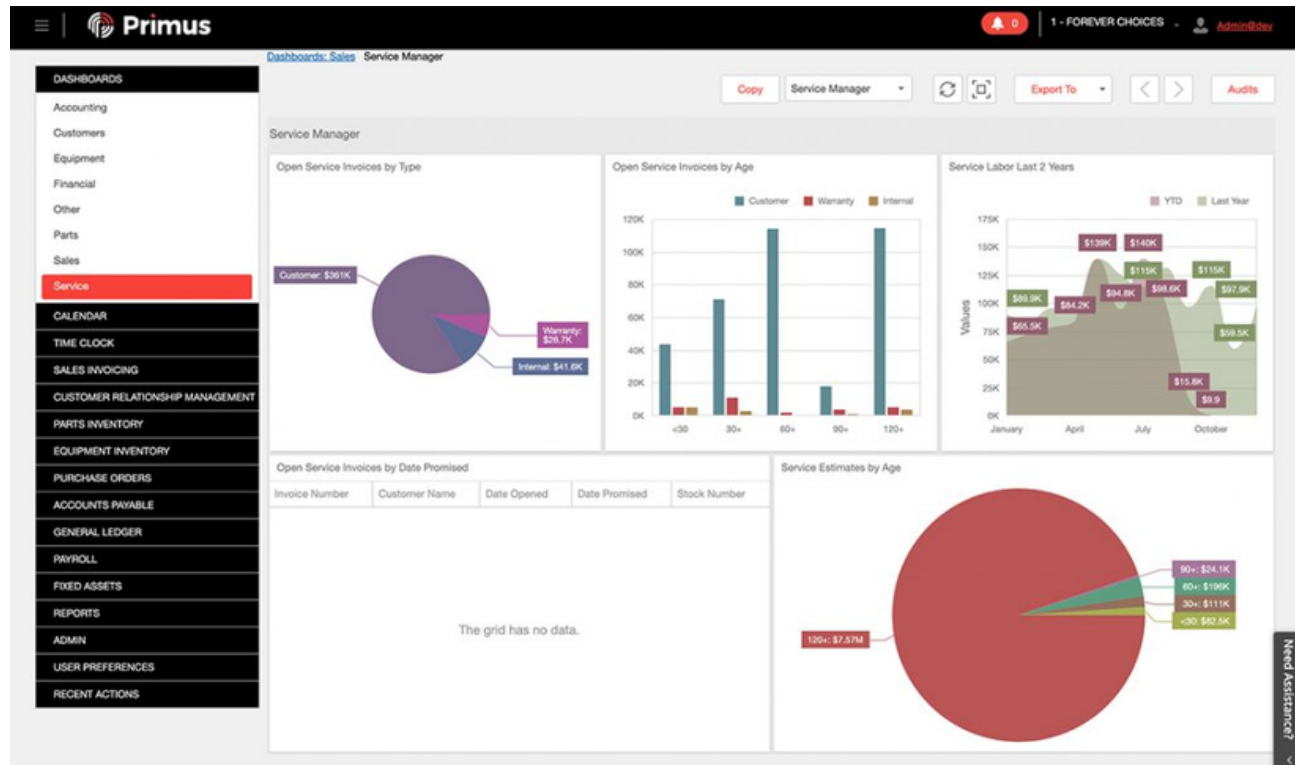
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Book a Meeting

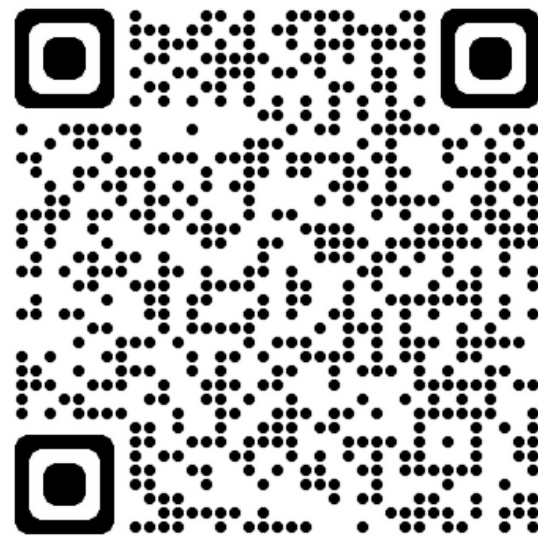


Chanse McGuire

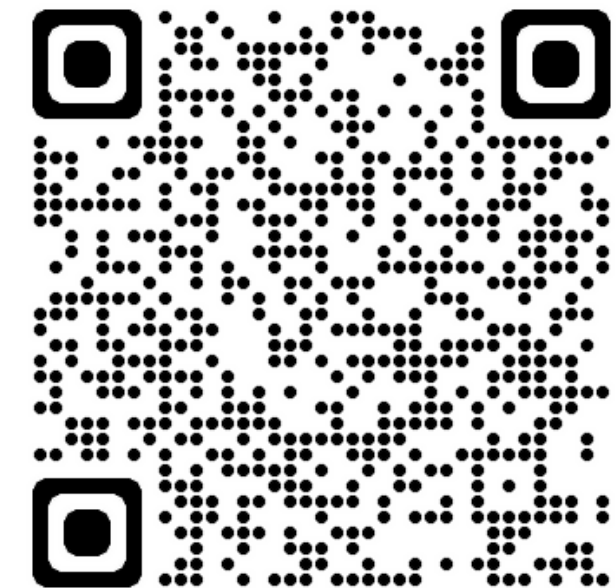
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Take a look



Schedule a Demo

THANK YOU!



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