

Leveraging Business Intelligence to Drive Customer and Employee Satisfaction in the Heavy Equipment Industry

August 28, 2024

 **SATISFYD**

+

TARGIT[®]

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About TARGIT

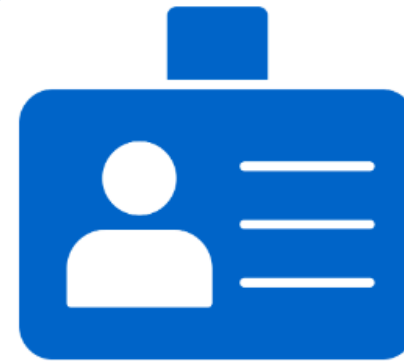
SATISFYD + TARGIT

Q&A



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 Family

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...

[View All](#)

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](#)

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

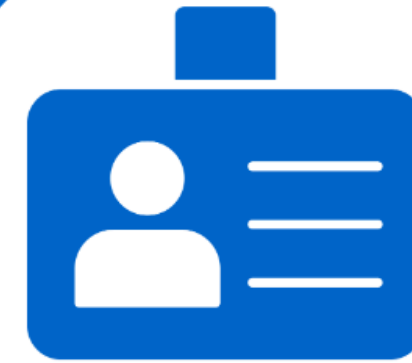
2

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

3

An impressive 13X return on investment

About **TARGIT**[®]



BI SINCE 1996



HQ in Denmark • US offices in Tampa, FL and Dublin, OH



- 6,000+ Customers worldwide
- Customers, Resellers, and Partners in 6 continents
- 500,000+ Users

Industry Distribution

- ✓ Heavy Equipment Dealerships
- ✓ Global Resellers and Partners
- ✓ Public Sector
- ✓ Airports

...and many more



MEET TARGIT FOR DEALERS

”

“Since TARGIT, technicians are billing between an extra half an hour to four hours per month, resulting in free revenue for us.”

- Chris DeGraeve CPA, CMA, Controller,
Enns Brothers

90+

Years of Combined Dealer Experience

120+

Equipment Dealer Business Intelligence Implementations

30+

Years in the Analytics and Reporting Software Business

12

BI Consultants on Staff with Industry Experience

1

End-to-end Enterprise Business Intelligence Solution

TARGET + CUSTOMERS

100+ Implementations



TARGIT Community



- ✓ Documentation
- ✓ Forum
- ✓ Knowledge Base

TARGIT Insights

Understand the usage patterns in your BI solution to improve adoption



TARGIT University

- ✓ Instructor-led classes
- ✓ eLearning
- ✓ Workshops



solutions.targit.com

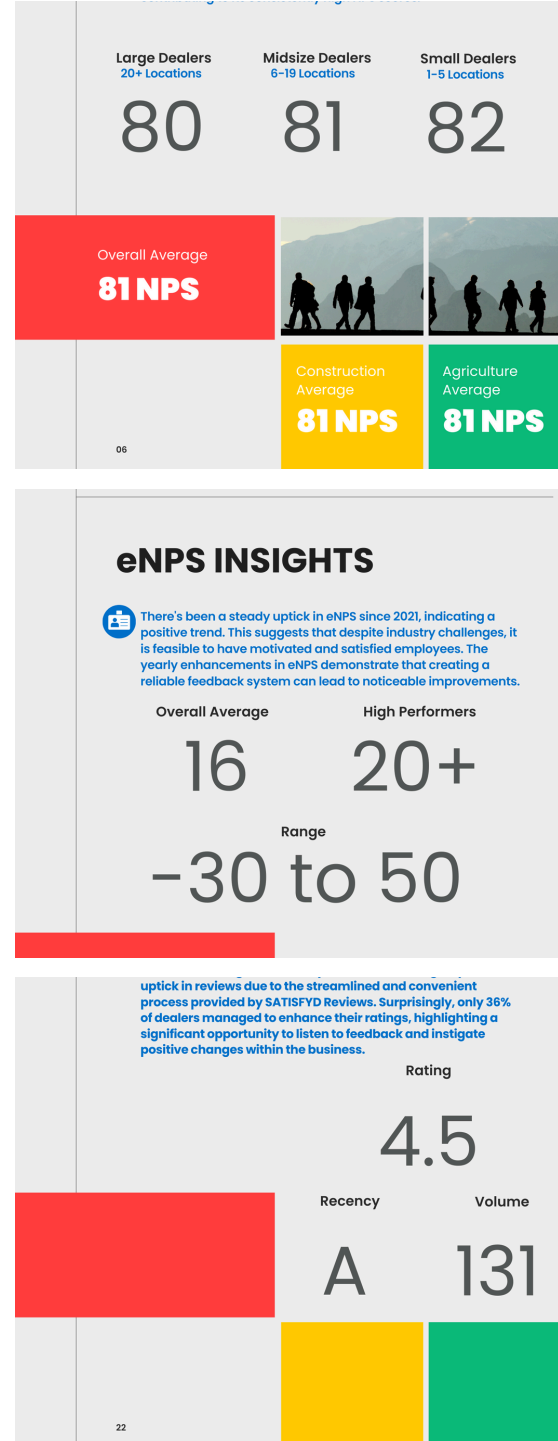
Inspiration and ideas to develop your solution

TARGIT DEMO EXAMPLES	INDUSTRY DEMOS & CUSTOMER SOLUTIONS	WEBINARS, BLOGS AND OTHER RESOURCES
Business Areas: <ul style="list-style-type: none">• Sales• Finance• HR• Inventory• Production General Demos: <ul style="list-style-type: none">• Insights• Maps 2021• Demo Charts• Data Visualization Best Practice• Usage Logging Portal• Dynamics Portal	Specific Industry Demos: <ul style="list-style-type: none">• Airport Demo• Retail Demo Customers: <ul style="list-style-type: none">• Danish Activity Index• Suburban Probedent Partner Index• Municipality of Aarhus• Municipality of Viborg• Danish Financial Supervisory Authority• Danish Department of Education• Danish Transport, Construction and Housing Authority	Selected Webinars: <ul style="list-style-type: none">• TARGIT Insights overview• How Menara benefits from TARGIT's portal solutions• More Webinars... Selected Blogs: <ul style="list-style-type: none">• TARGIT in the BI & Analytics Survey 21• BI Fundamentals remain a priority• More Blogs... General Inspiration: <ul style="list-style-type: none">• Inspiration Catalogue• Tips & Tricks

EMPLOYEE & CUSTOMER EXPERIENCE BENCHMARK REPORT

How do you measure up against your competition in the equipment industry?

2024



NPS BY SIZE

These benchmarks highlight the positive sentiment towards improving the experience at heavy equipment dealerships, with an overall average NPS of 81, which represents a 1-point increase from last year. The construction sector has an overall average NPS of 80, and the agricultural sector has an overall average NPS of 81. The industry is prioritizing satisfaction, contributing to its consistently high NPS scores.

Large Dealers
20+ Locations

80

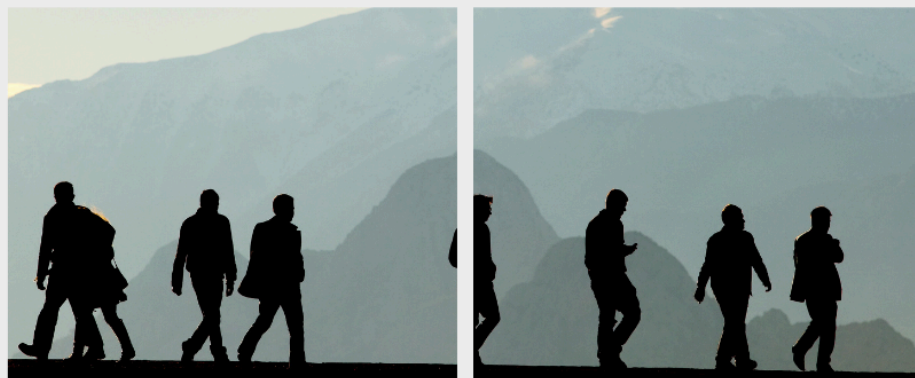
Midsize Dealers
6-19 Locations

81

Small Dealers
1-5 Locations

82

Overall Average
81 NPS



Construction
Average
81 NPS

Agriculture
Average
81 NPS

NPS BY DEPARTMENT

Understanding each department's unique customer service approach is crucial for overall business success.

Tracking NPS by department offers valuable insights for leadership in areas like recruitment, training, and process improvements.

By delving into departmental NPS, you can compare them with your scores to gain a real understanding of where you stand regarding customer satisfaction, retention, and advocacy, ultimately driving improvements for your dealership.

NPS by Department	Trend	Opportunities for Improvement in 2024
Parts: 83	Unchanged in aggregate from last year	Training opportunity due to a potential lack of product knowledge among parts personnel.
Service: 74	A decrease of 1 point from the previous year.	Convenience of service hours, show appreciation for business, and training to provide clearer explanations of work done.
Sales: 88	A increase of 5 points from the previous year.	Training opportunity to better explain maintenance requirements, warranty coverage, and operating features.
Rental: 88	Unchanged in aggregate from last year	There is a opportunity to enhance invoice clarity in order to prevent any unexpected surprises for customers.



2024 CUSTOMER EXPERIENCE RECOMENDATIONS

Enhancing Parts Knowledge for New Staff

Offering thorough training on products and parts to new hires improves their skills and confidence, boosting customer satisfaction and loyalty.

Elevating Sales Practices to Solution Selling

Empowering sales teams to adopt a consultative approach and offer value-added solutions, dealerships can boost sales revenue and build better customer relationships.

Improving Service Interactions: Focus on Communication and Customer Care

Providing ongoing training and development opportunities that focus on active listening, empathy, and effective communication techniques can empower service teams to deliver personalized and empathetic customer interactions.



BENCHMARKS

★ Our dealer groups have received an average rating of 4.5 out of 5 stars, showing a slight decrease of 0.1 from the previous year. The number of customer reviews in our industry remains high, with an average of 131 reviews, reflecting a 3% increase compared to last year.

A notable finding is that nearly half of the dealer groups saw an uptick in reviews due to the streamlined and convenient process provided by SATISFYD Reviews. Surprisingly, only 36% of dealers managed to enhance their ratings, highlighting a significant opportunity to listen to feedback and instigate positive changes within the business.

Rating

4.5

Recency

A

Volume

131



2024 ONLINE REPUTATION RECOMENDATIONS

Prioritize Consistency in Review Generation

Implementing strategies to encourage a steady flow of positive reviews each month for every location.

Automate Review Requests and Management


Utilizing automation tools for review requests and management streamlines processes, boosts response rates, and reduces staff workload, optimizing business operations.

Leverage Positive Feedback for Brand Amplification

Capitalizing on positive feedback by incorporating it into marketing communications to amplify the brand's reputation.



eNPS INSIGHTS

 There's been a steady uptick in eNPS since 2021, indicating a positive trend. This suggests that despite industry challenges, it is feasible to have motivated and satisfied employees. The yearly enhancements in eNPS demonstrate that creating a reliable feedback system can lead to noticeable improvements.

Overall Average

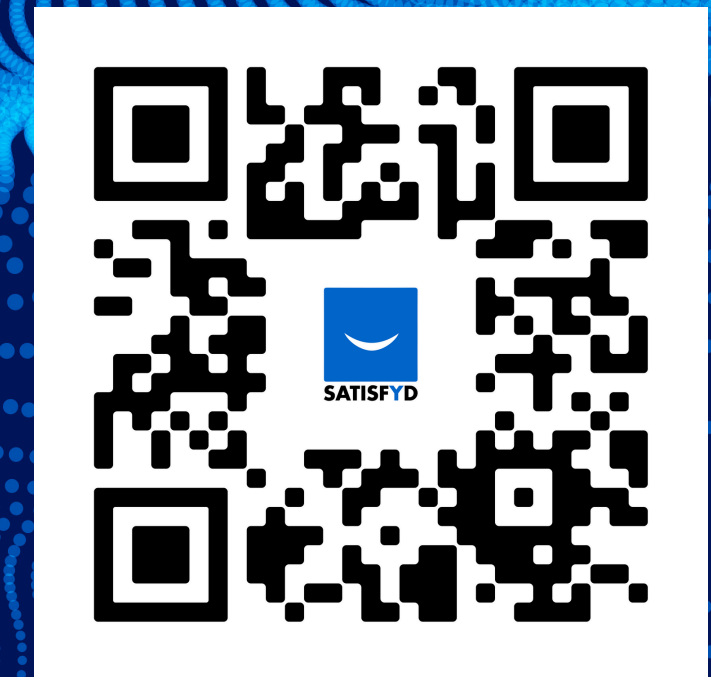
16

High Performers

20+

Range

-30 to 50



2024 EMPLOYEE EXPERIENCE RECOMENDATIONS

Prioritize Employee Retention and Culture

Continue to focus on talent attraction strategies while boosting employee retention by cultivating a positive workplace culture that values employee well-being and growth.

Ensuring Competitive Compensation Practices

Evaluating salary, benefits, and other incentives offered to employees compared to *competitors and other industries*. Even if it creates short-term pain, adjust compensation packages as necessary to increase retention.

Invest in Employee Growth

Best in class dealerships are creating developing plans for new staff. Invest in leadership development for your employee's future growth and provide supervisors with the skills and tools to support employee growth.



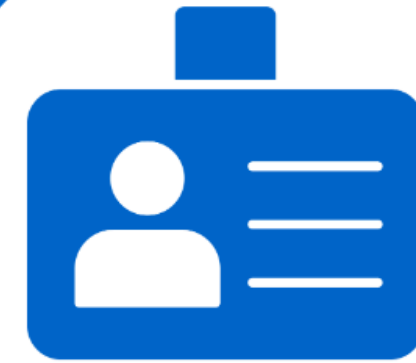
NEXT STEPS

What's the next move? Benchmark reports are not only for reflecting on the past but also for planning ahead. Here are three actionable steps you can follow to leverage the insights from this report for your strategic planning.

Understand Your Current Performance	Recognize the areas where you might be lagging and the areas where you are thriving.
Establish Achievable Objectives	Establish goals that are both challenging and attainable by referencing these industry benchmarks.
Develop an Action Plan	Choose a maximum of three areas to concentrate on in 2024 and develop a detailed action plan.

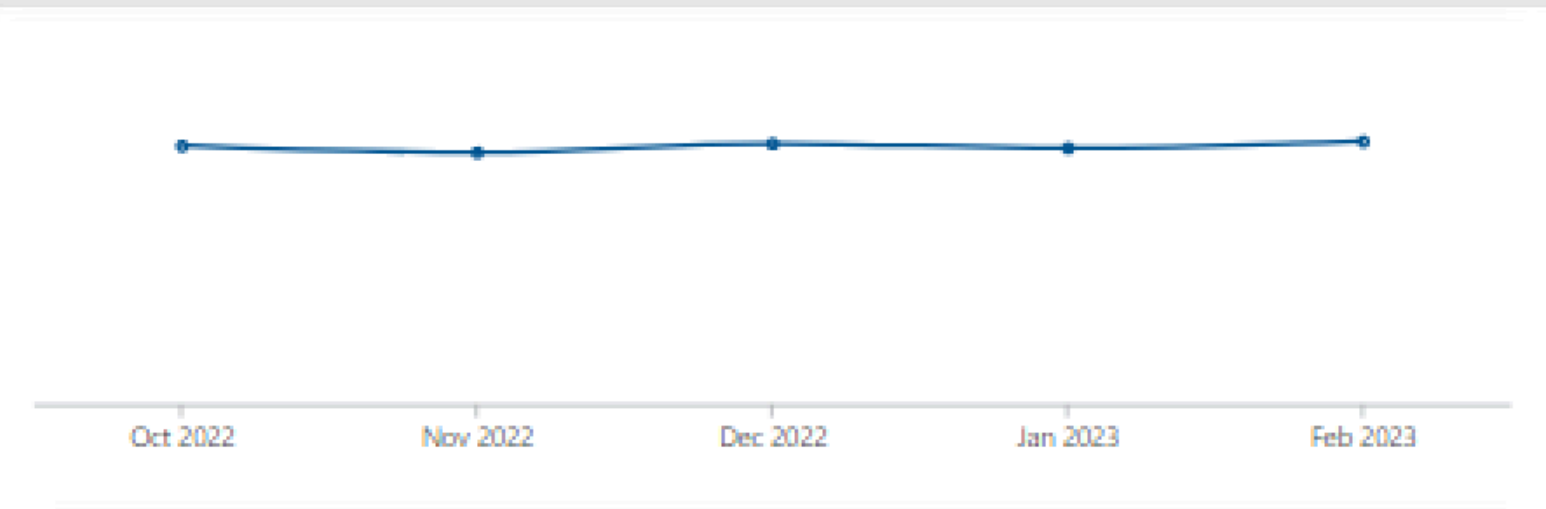


SATISFYD + TARGIT Customer Integration



 **SATISFYD**

Question	Avg. Score	Customers	Responses
Availability after hours	4.8	12	12
Clean, organized Department	4.9	12	12
Communicates estimate and quote changes	4.7	12	12
Contact Information	4.8	12	12
Convenience of parts hours	4.9	12	12
Convenience of service hours	4.8	12	12
Explanation of work done	4.9	12	12
Friendly attitude	4.8	12	12
Helpful attitude of service personnel	4.9	12	12



02 - ASHLAND CF	4.8
04 - SALEM	4.9
08 - GREENSBORO	4.8
11 - ASHEVILLE	4.9
14 - GREENVILLE	4.8
22 - ALEXANDRIA	4.9
42 - BURKEVILLE	4.8
45 - ASHEBORO	4.9
49 - STATESVILLE	4.8
51 - PFAFFTOWN	4.9
53 - WILKESBORO	4.8
57 - TOANO	4.9
59 - WOODSTOCK	4.8
61 - AMHERST	4.9
63 - MONROE	4.8
65 - BOONES MILL	4.9
67 - DILLWYN	4.8
69 - LEWISBURG	4.9

Customer.Name	Avg. Score	# of Surveys
Total	4.8	12
Customer 1	4.9	1
Customer 2	4.7	1
Customer 3	4.8	1
Customer 4	4.9	1
Customer 5	4.8	1
Customer 6	4.9	1
Customer 7	4.8	1
Customer 8	4.9	1
Customer 9	4.8	1
Customer 10	4.9	1
Customer 11	4.8	1
Customer 12	4.9	1

Branch Number And Name	Satisfyd.Date Returned In	Customer.Name	Customer.Address	Customer.State/Province	Avg. Score
02 - ASHLAND CF	10/11/2022	Customer 1	Address 1	State 1	4.9
	10/13/2022	Customer 2	Address 2	State 2	4.7
	10/14/2022	Customer 3	Address 3	State 3	4.8
	10/17/2022	Customer 4	Address 4	State 4	4.9
	10/18/2022	Customer 5	Address 5	State 5	4.8
	10/19/2022	Customer 6	Address 6	State 6	4.9
	11/8/2022	Customer 7	Address 7	State 7	4.8
	11/14/2022	Customer 8	Address 8	State 8	4.9



Satisfyd - Summary 4R

ALL INFORMATION DISPLAYED LAST UPDATED 4/12/2023



Recommend Dealer



Knowledgeable



Helpful



Responsive



Accurate



Survey Count



Surveys Answered



Surveys Ignored



NPS



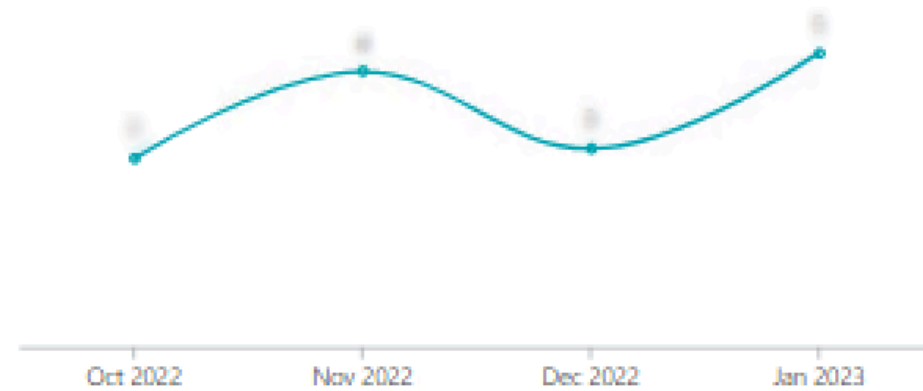
Promoters



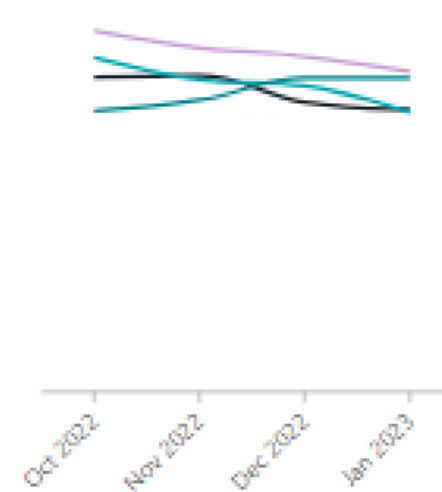
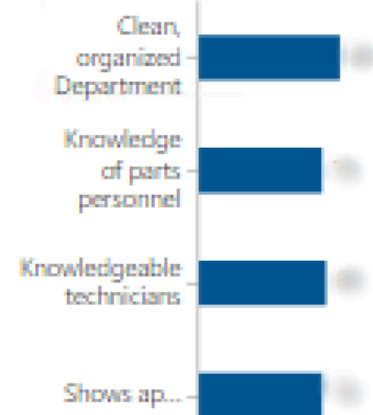
Detractors



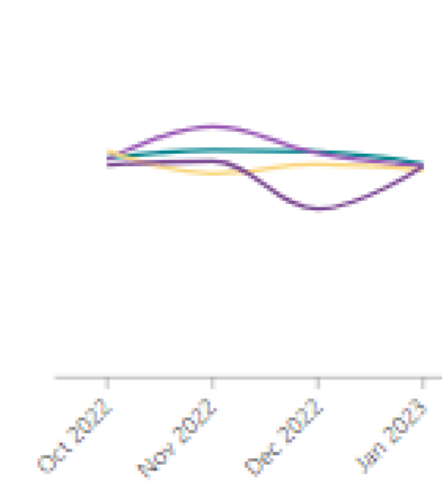
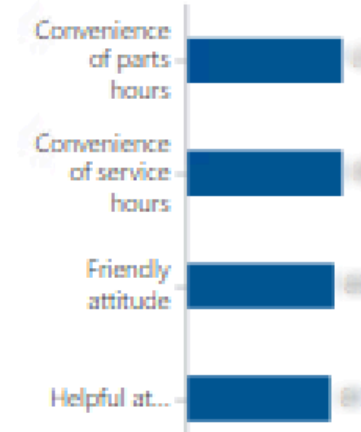
NPS Score by Month



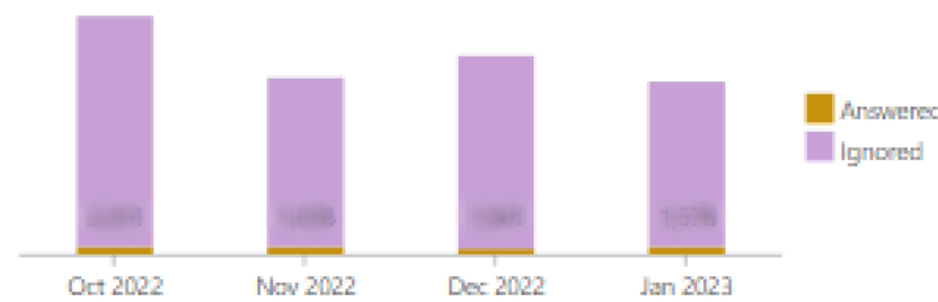
Knowledgeable Performance



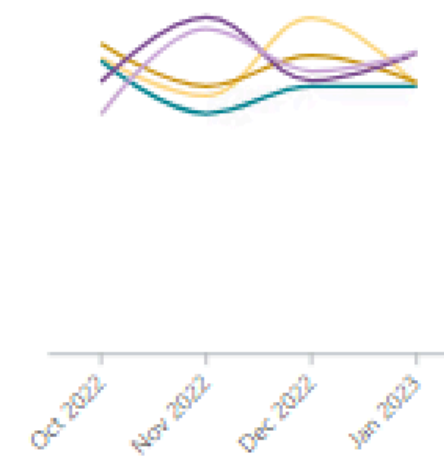
Helpful Performance



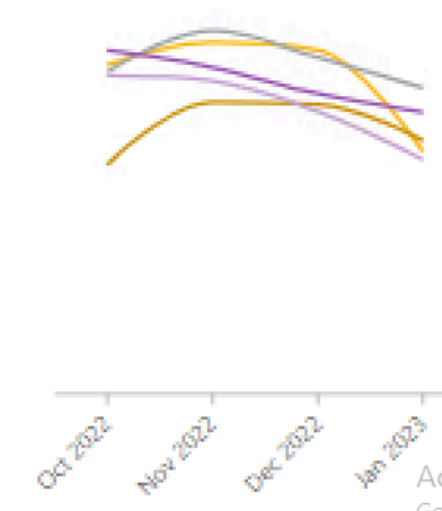
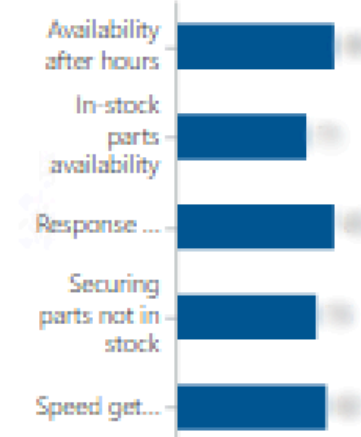
Survey Count by Month



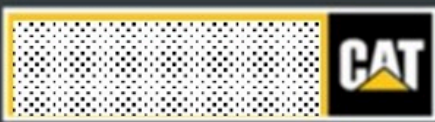
Accurate Performance



Responsive Performance



Activate Windows
Go to Settings to activate Windows.



Strategic Goals

- GREEN** KPI Above CY Goal
- BLUE** KPI Between PY Baseline and CY Goal
- RED** KPI Below PY Baseline and CY Goal
- BLACK** KPI Has No Data Yet



SAFETY



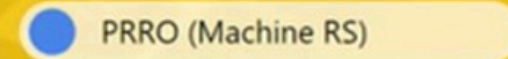
CUSTOMER EXPERIENCE



FINANCIAL



MARKET PERFORMANCE



EMPLOYEE EXPERIENCE



COMMUNITY IMPACT



Service Dashboard

Financial Divisions: EMD, ENG

NPS Divisions: Earthmoving, Engine

Quote Divisions: Earthmoving, Engine

Service Divisions: Earthmoving (Hdr), Engine (Hdr)

Cubes last updated:

Financial Departments: Service

NPS Departments: Service

Financial: 7/13/2022 8:27 AM

NPS: 7/12/2022 11:03 PM

Quotes: 7/13/2022 5:47 AM

Service: 7/13/2022 9:01 AM

Aged WIP > 9 Days Since Last Labor (as of 7/13/2022 9:01 AM)
(Click a row or column for a list of Work Orders)

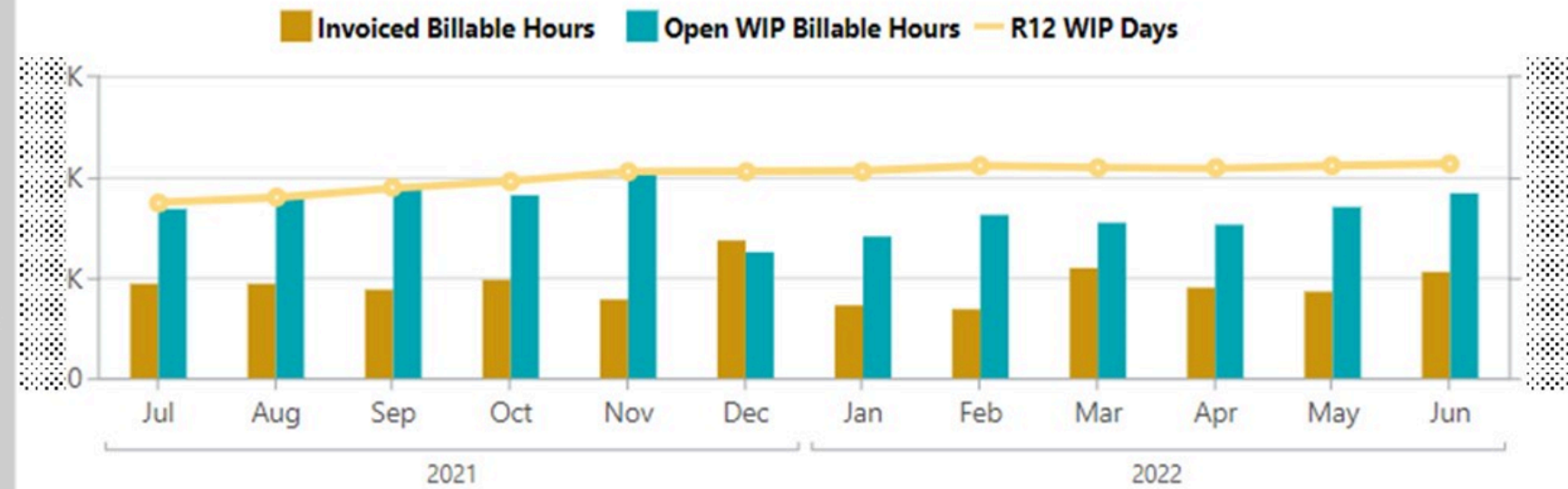
Header Store Group	Total			+ 30+ days since LL		
	Avg Days LL to Current	# WOs	WO Sell Total	Avg Days LL to Current	# WOs	WO Sell Total
+ Earthmoving (Hdr)	.9	1	,059	.6	8	,150
+ Engine (Hdr)	.6	4	,212	.5	2	,359
Total	.7	5	,271	.7	0	,509

WIP Days

.43
Jul/2021 - Jun/2022

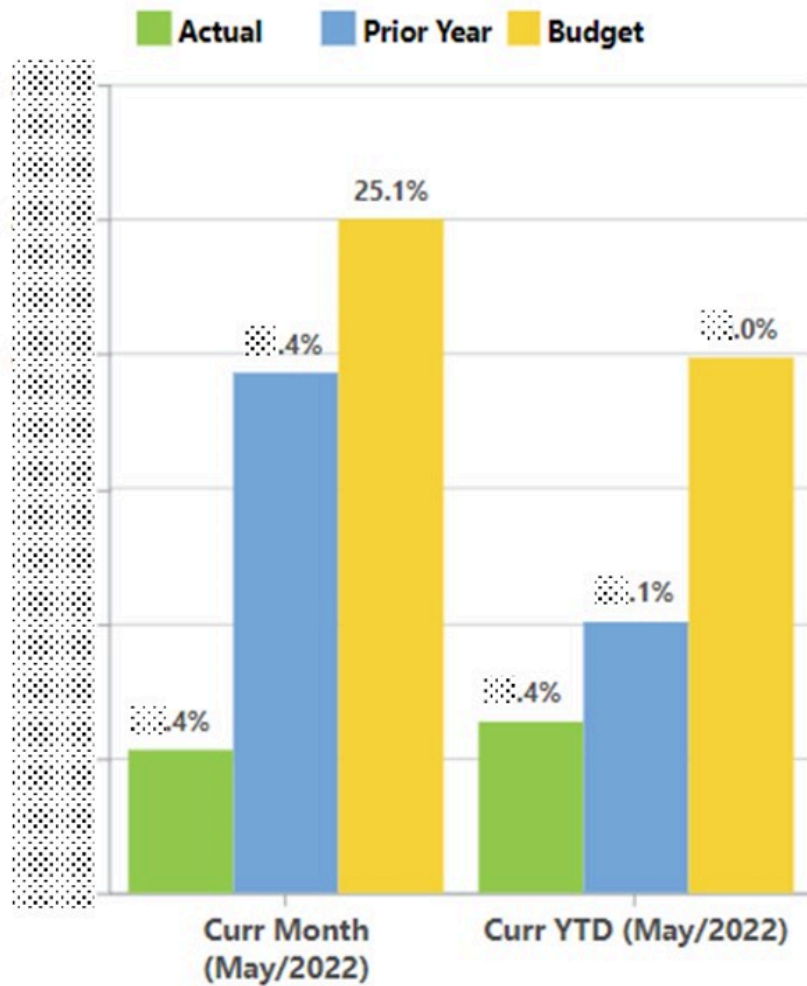
[WO Header Store Detail](#)

Previous 12 Months



Profit After Direct

[Store Detail](#)



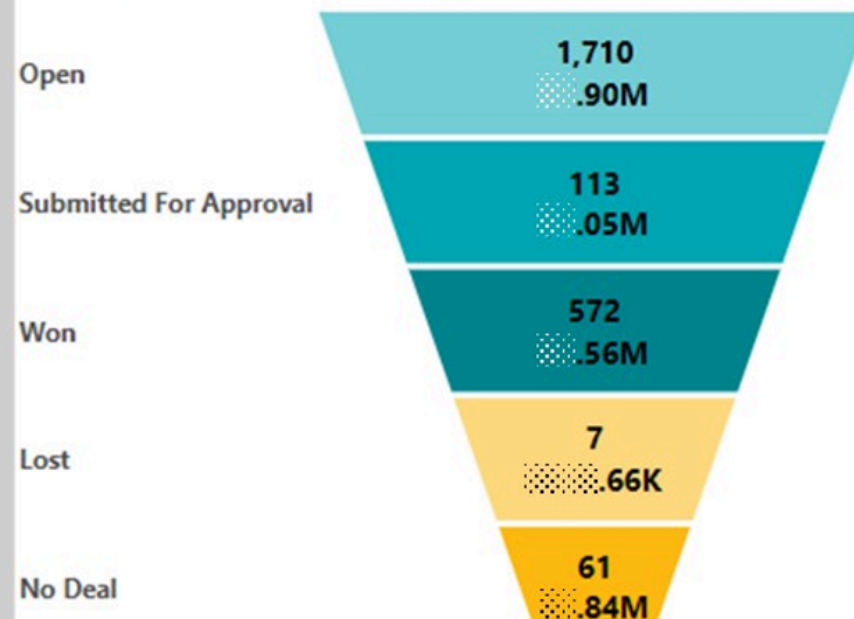
Net Promoter Score

.2
YTD Jun/2022

[Store Detail](#)

PS Quotes (Entered YTD Jun/2022)

[Store Detail](#)

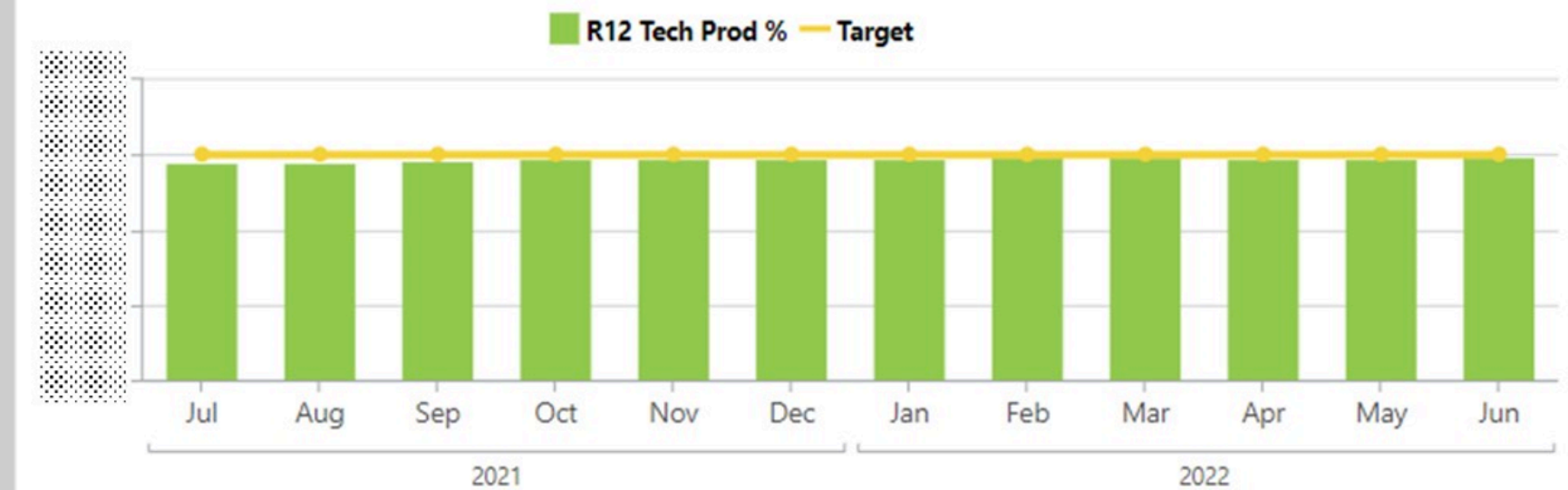


Technician Productivity %

.2%
Jan/2022 - Jun/2022

[Employee Store Detail](#)

Previous 12 Months

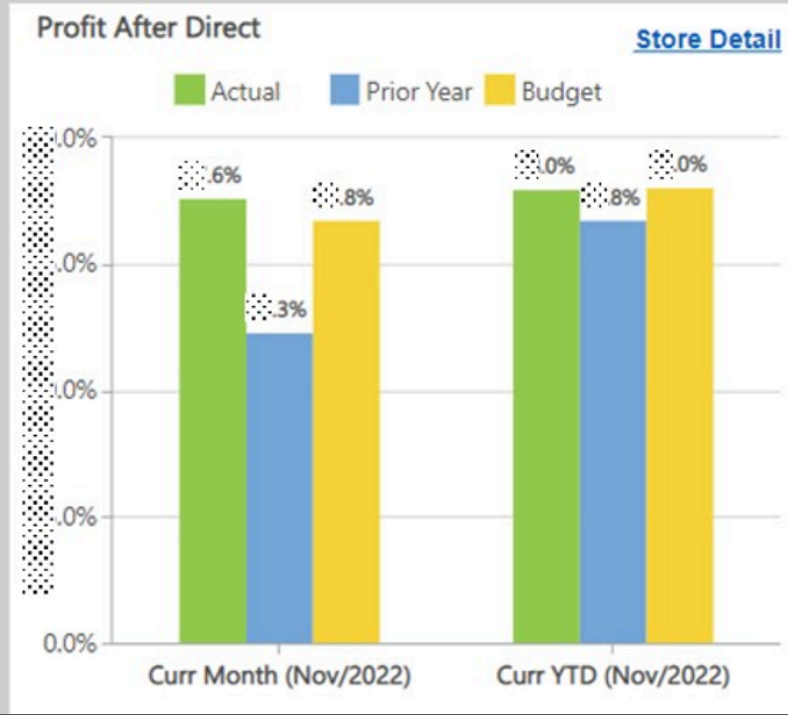


Parts Dashboard

Financial Divisions: [redacted] EMD, ENG, MHD | NPS Divisions: Earthmoving, Engine, Solutions, Material Handling | Parts Divisions: Earthmoving, Engine, Material Handling
 Financial Departments: Parts | NPS Departments: Parts
 Cubes last updated: Financial: 1/24/2023 8:24 AM | NPS: 1/23/2023 11:03 PM | Parts: 1/24/2023 9:25 AM

Parts Sales Top 50 Customers (YTD Dec/2022)
 (Parent Customer Division <> I: INTERNAL ACCOUNTS and Customer Division <> I: INTERNAL ACCOUNTS)

Customer by Parent	# Invoices	Value Invoiced at Transaction Price
Total	417	028
+ 5667000: T	073	753
+ 2775500: IN	143	424
+ 1066030: C	445	135
+ 1190000: JS	583	951
+ 0417500: B	593	575
+ 1255120: D	319	978
+ 0173621: M	937	910
+ 2335500: G	730	010
+ 1088750: EI	114	053
+ 4061115: R	352	806
+ 1021500: C	861	167
+ 99650: STO	480	114
+ 1272750: U	00	005



Net Promoter Score 3.4

YTD Dec/2022

Parts Sales by Doc Store and Person (YTD Dec/2022)

Doc Store - Sales Rep - Invoice	# Invoices	Value Invoiced at Transaction Price
+ 01: P	96	026
+ 00: S	71	752
+ 14: 7	12	910
+ 05: V	3	941
+ 03: V	1	323
Total	83	951

Net Loyalty Score (NLS) | YTD

80.4%

2023 Baseline

81.5%

2024 Goal

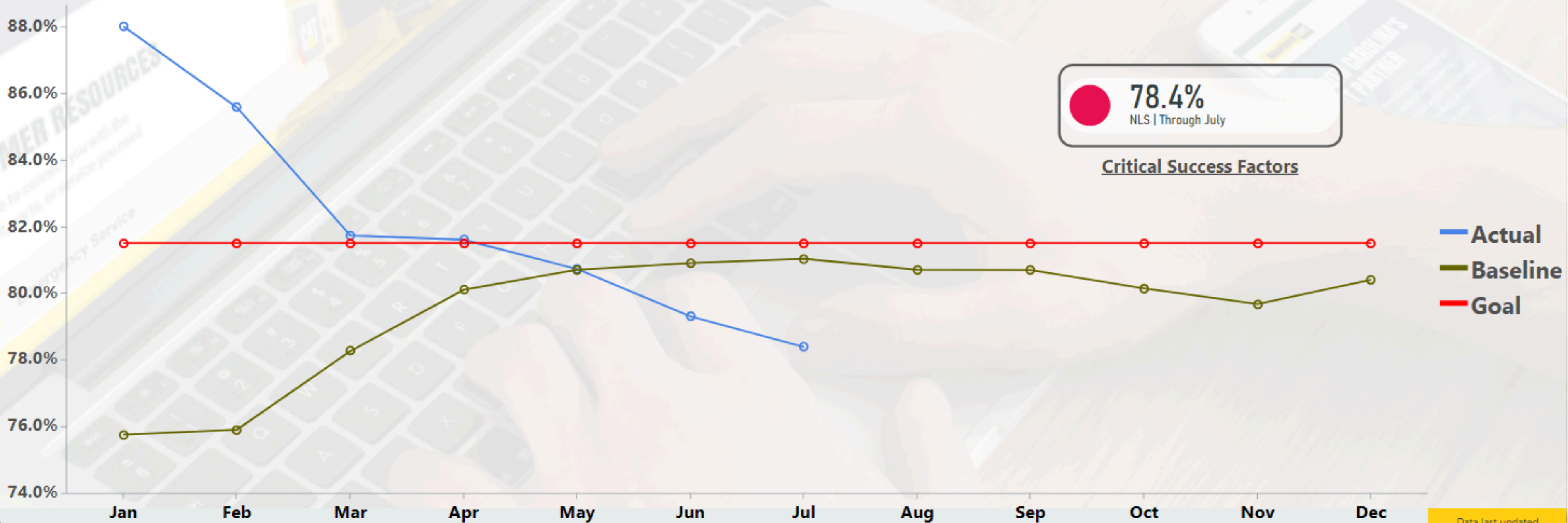
82.3%

2025 Commitment

82.8%

2026 Commitment

NLS YTD Detail



Data last updated
8/16/2024 9:14 AM

Leveraging Business Intelligence to Drive CX and EX Satisfaction in the Heavy Equipment Industry



Net Loyalty Score (NLS)
Period: Aug/2023 - Jul/2024
Division: EMD, ENG
Department: Parts, Service



NLS # Responses	53	48	50	50	27	49	44	47	54	59	57	49
R12 Net Loyalty Score	77.3	77.8	77.4	78.1	78.2	77.8	77.5	76.5	73.9	72.7	72.8	73.3
Net Loyalty Score Goal	75.0	75.0	75.0	75.0	75.0	75.0	75.0	75.0	75.0	75.0	75.0	75.0

Q&A

 **SATISFYD**

+

TARGIT[®]

UPCOMING EVENTS



September 9-11



October 21 - 24

THANK YOU



Emilie Spalla

Vice President
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Book a Meeting



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