



Hyster-Yale Case Study

“We need to make it easier for our dealers to do business with us.”



Background

Hyster-Yale Materials Handling, a leader in lift truck and materials-handling equipment, had a problem – they weren't as easy to do business with as they wanted. It was costing them money in sales and service contracts. They turned to LogicBay for a solution.

Since 1989, Hyster-Yale has provided worldwide-distribution and support for materials handling equipment including lift trucks, narrow-aisle warehouse trucks, and heavy-duty container handling equipment. Their reach had grown rapidly and widely and the reputation of their brands was high, but they faced a major challenge: dealers were having a hard time conducting their day-to-day business and needed improved efficiencies through their information systems.

Challenge

Hyster-Yale was going through the process of supporting dual-branded dealers and needed to improve the delivery of critical sales, marketing, and training material for the sales and service departments at the dealer level. The situation was further complicated by a laundry-list of point solutions that either needed to be integrated or eliminated entirely. Hyster-Yale was embarking on a mission to re-define the value proposition to their dealers and it all came back to needing to make it easier for their dealers to conduct business.

- Hyster-Yale thought they had the right software systems in place, but decisions made by siloed departments only addressed part of the problem
- Involving stakeholders from the Marketing, IT, Sales and Training Departments made it difficult to gain consensus on the solution they needed
- To access the data needed for a client call, sales team members had to assemble information from various sources, a frustrating and time-consuming process
- Dealer sales reps could not access data on mobile devices, hampering their ability to work on the go

Solution

LogicBay met with Hyster-Yale to assess current systems and software and offer solutions based on the goals of the company. LogicBay:

- Delivered to Hyster-Yale the MaterialsHandlingCentral.com platform that consolidated many channels into one.
- Provided a single-sign-on system that acted as a unified portal between legacy systems and provided an audience-smart environment that was role-based to support both brands
- Implemented a software solution that tracked performance and other KPIs
- Initiated an efficient method of analyzing the data collected from dealers
- Allowed for improved delivery of sales and marketing content

These solutions were delivered in LogicBay's PRM system that integrated with Salesforce.com, allowed for improved communication up and down sales and service channels, and provided Hyster-Yale dealers with the information they needed when they needed it. This single-sign-on (SSO) approach simplified the steps that dealers needed to take to service leads and existing customers, making it easier to do business with Hyster-Yale.

Result

Within months of implementing LogicBay's PRM in their North American market, Hyster-Yale saw improved dealer satisfaction and overall engagement. This functionality was eventually rolled out to the EMEA and APAC markets for improved global effectiveness.

They were able to fully execute a dual-branded dealer strategy that allowed them to improve their levels of dealer support. Through a combination of systems integration and native functionality, the Hyster-Yale MaterialsHandlingCentral.com platform consolidated all the processes necessary to allow dealers to conduct business more efficiently and spend more time focusing on strategic growth initiatives.

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.