

Massey Ferguson unveils suite of customer support services

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New MF Services provides one-stop shop to keep farm businesses on track and equipment up and running

Massey Ferguson a worldwide brand of AGCO is set to launch a new suite of customer support services aimed at making it easier to own and operate MF farm equipment.

Packaged as 'MF Services', this suite of service-related products includes finance, extended warranties and servicing, telematics, precision farming technologies and genuine parts.

"Our overarching aim is to make our farm machinery the most accessible and adaptable for farmers and contractors who have an eye on operating costs, business planning and budgeting," explains Campbell Scott, Massey Ferguson Director Marketing Services. "We recognise that our products are being purchased as machinery tools which will themselves generate an income for customers. Our goal is to keep our customers' machines operationally-efficient at the highest level for the highest percentage of time."

Visitors to this year's Agritechnica Show in Hanover, Germany will be able to explore at first-hand the wide range of services on offer as detailed below.

MF Services

MF Care: This covers a range of cost-effective, extended care packages including service and warranty. The precise offer can be tailored around customer requirements based on the number of years, number of hours, machine specification and level of cover needed.

MF Connect: Utilising telematics for machinery management, two levels of connectivity are offered. The first level enables the customer to access an Internet site to check personally on the performance characteristics and location of his MF machine. A more advanced version allows the customer to grant access to his local MF Dealer to access the information in order to provide preventative maintenance solutions.

MF Technology: A wide range of technology solutions on offer includes Auto-Guide satellite-controlled steering, ISOBUS implement management, and precision farming tools such as task management and variable rate control. All of these solutions are designed to make the whole farming operation more productive and efficient with optimised use of costs and inputs.

MF Tech Support: In support of Massey Ferguson equipment, a framework of systems, processes and people is dedicated to ensuring both uptime and continuous improvement of machinery in service. In addition to 24/7 helplines with 'one number' contact, MF technical engineers are part of an infrastructure which shares information back and forth between farmer, MF Dealer and engineer to provide proactive product improvement for even better operating performance.

AGCO Parts: The world-class logistics services provided by AGCO Parts are a standard accompaniment to every Massey Ferguson product for machine servicing and repair throughout its lifecycle. Customer peace of mind is assured with the knowledge that they will receive original, genuine replacements – guaranteed to fit and function to Massey Ferguson engineering quality standards.

AGCO Finance: With the backing of an experienced and expert team, Massey Ferguson products can be financed according to the customer's chosen cashflow and payment preferences, making even the most expensive specification accessible to the operational farmer.

"Anyone who wants to be successful today needs not only high-performance, reliable and economical machines but also a professional partner offering an optimum range of services," explains Campbell Scott. "Under MF Services we provide our customers with a one-stop shop for all existing and future services to keep their business on track and the equipment up and running. MF Services ensures that each machine operating hour is a success and gives customers the freedom to focus fully on the core business of farming."

Source: AGCO Deutschland GmbH; MASSEY FERGUSON