

HAULOTTE US - AFTER SALES FOCUS

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Haulotte US, after sales organization has oriented to focus on Customer Satisfaction. Haulotte is fully aware how this "Area" is crucial for the success of the Brand and more important to keep customers satisfied with Haulotte products (which turn customers loyal to a Brand). Today customers are considering after sales service attendance as the differentiation aspect of each supplier.

In the North American market, Haulotte has a high quantities of machines, Market Share increasing every year, Haulotte US is strongly investing in all activities of Service Department focus to have customers with "all machines up and running". Haulotte US added value is based in all after sales; an entire team dedicated to covers the following areas:

- Spare Parts, our spare parts Department is organized to attend local needs of each customer, and we focus strongly in improving "First Fill" deliveries, therefore reducing back orders. We have dedicated teams to assure our stock of spare parts are well controlled, and sufficiently fully to supply all customers necessities at the first call.
- Field Technicians Strategically located closer to you! Supported also with Haulotte "HOT LINES" to have 360 pack to prompt respond to customers' needs. We added 3 new Field Technicians in 2013 and are planning to add 2 more in 2014.
- Training, Haulotte has a complete Package of Training Courses for all our customers. Dedicated annual calendar, with all kinds of courses to our local customers.
- SAH (Service Authorized Haulotte), Haulotte US launched in 2013 a new network called SAH, focusing on provide the best and faster intervention on field – Proximity to customer. We are adding Service Providers every month.

Haulotte US in After Sales, invested in Technology (good example are the new ESP-Diagnostic Tool etc...), in Human Resources and Strategy oriented to be a LEADER and not a follower. Those 3 focuses provide a strong "turn around" by Haulotte US.

Focusing on the Strategy aspect, Haulotte US is oriented to provide to customers a fast resolution with the objective to give "zero" down machines.

This concept is based on 2 main pillars:

- Training Customers

- SAH (network of Service Authorized Haulotte)

Training Customers:

Haulotte US provides to all customers different levels of Training with a dedicated TEAM which gives the opportunity to learn about EVERY product that Haulotte offers.

Haulotte US provides to all customers a Calendar, so all can see how this activity is crucial in our business. Technicians prepared with the full knowledge of Haulotte products means a success for our customers and therefore a success for Haulotte. Haulotte Head Office is constantly providing support to our local Teams regarding improvement of local training capacities. Haulotte training program use the latest technologies like e-learning full oriented to customers expectations.

SAH:

Project launched in 2013, designed to develop local service providers near all of our customers.

Target 2014 would be to have a network able to cover 25 target markets. Haulotte decided to create a dedicated network due to the geographical distribution of our customers. With these 25 Markets covered, we will be close to ALL of our customers with technical support, further reducing downtime. Haulotte US has a dedicated Team for constantly supporting SAH in all aspects of business:

- Providing Field Service Representatives,
- To refill stock of Spare Parts,
- To measure the level of satisfaction of customers,

A dedicated network with an important mission of having “Zero” machines down, means investments, resources, stock, capacity, Technologies.

Being able to provide this level of Service is for Haulotte the key to succeed in North America with a Team of professionals that can attend customers and solve any possible inconvenience and keep machines running.

Source: Haulotte Group