

GOLD SPONSOR



GOLD SPONSOR



Rental TURKEY

Delivering the best customer experience:
a commercial perspective

Olaf Sterkenburg, Group Commercial Director



ORGANISED BY



PARTNER ASSOCIATIONS



SUPPORTING ASSOCIATIONS



Leading global specialist in safe, productive and innovative solutions for working at height



SINCE 1968
50 YEARS



16 COUNTRIES
67 DEPOTS



15.000 MACHINES

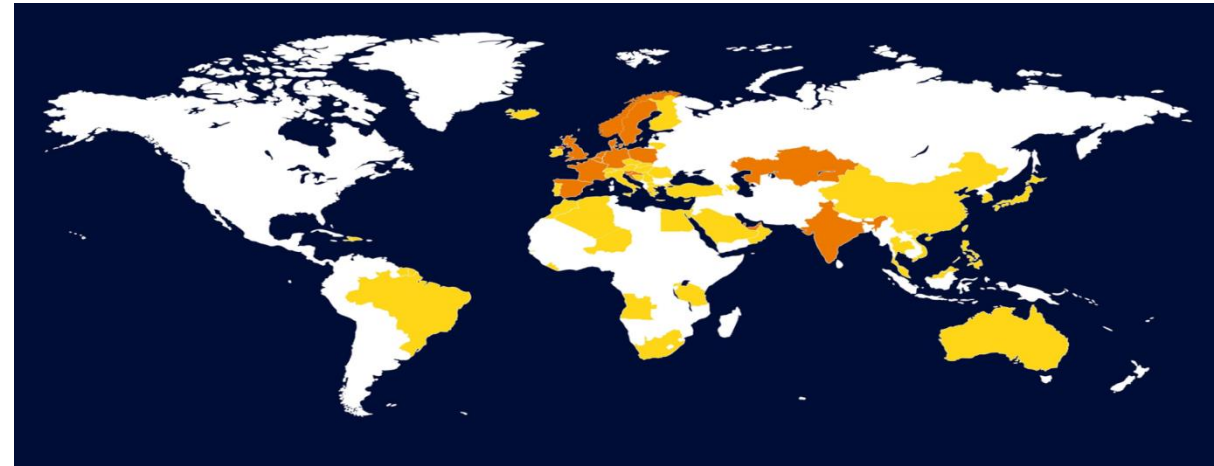


1700 EMPLOYEES



REVENUE 2017:
€ 270 million

RATING 1 **dun & bradstreet**



OUR SOLUTIONS

PROVIDING A VARIETY OF SOLUTIONS



RENTAL

Fleet of 15,000 units for short or long term rental

JLG

SALES

Sales of new and used equipment

Genie

MAINTENANCE & PARTS

Maintenance contracts and parts sales

TEUPEN

TRAINING

Certified operator and site manager training

HOLLAND LIFT

Our mission, vision and beliefs give direction to our commercial teams



Our Mission	Through engaged people deliver the best customer experience
Our Vision	To be the first choice for jobs done at height
Our Beliefs	<ul style="list-style-type: none">• Keeping our promises• Finding solutions from customers' perspective• Creating value together• Improving every day• Acting with urgency



SAFETY



RESPONSIBILITY



INTEGRITY

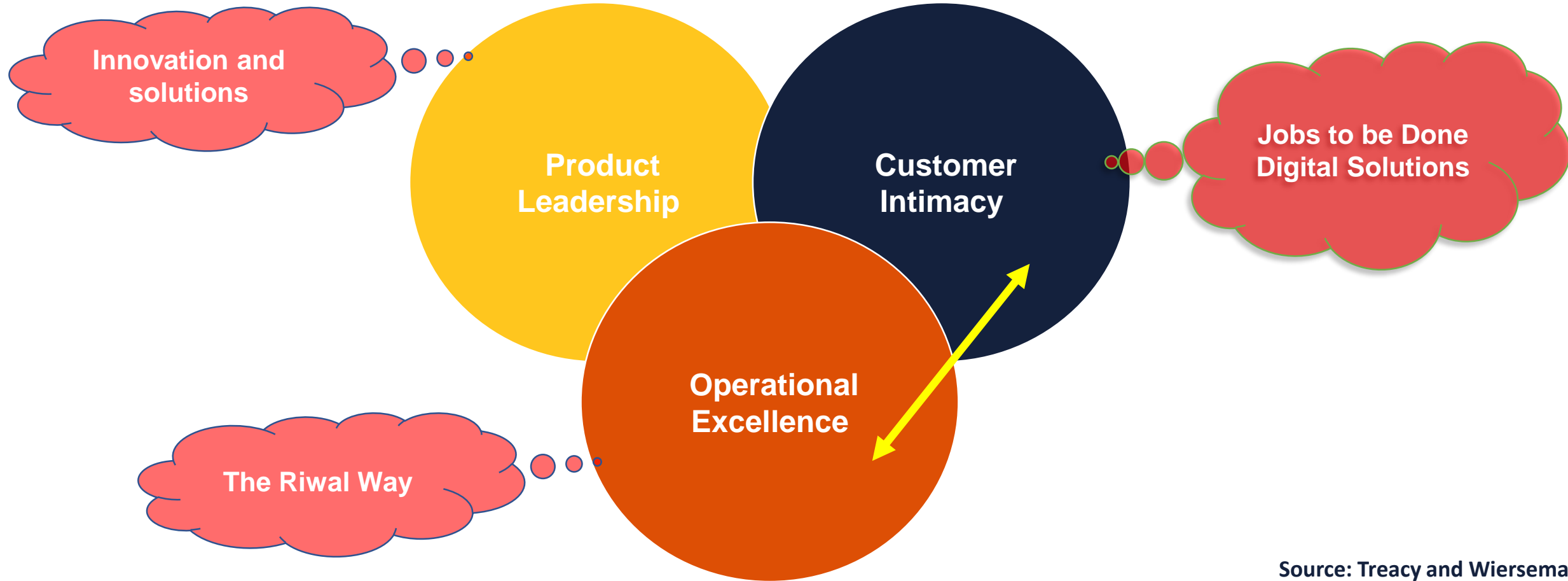


ENGAGEMENT



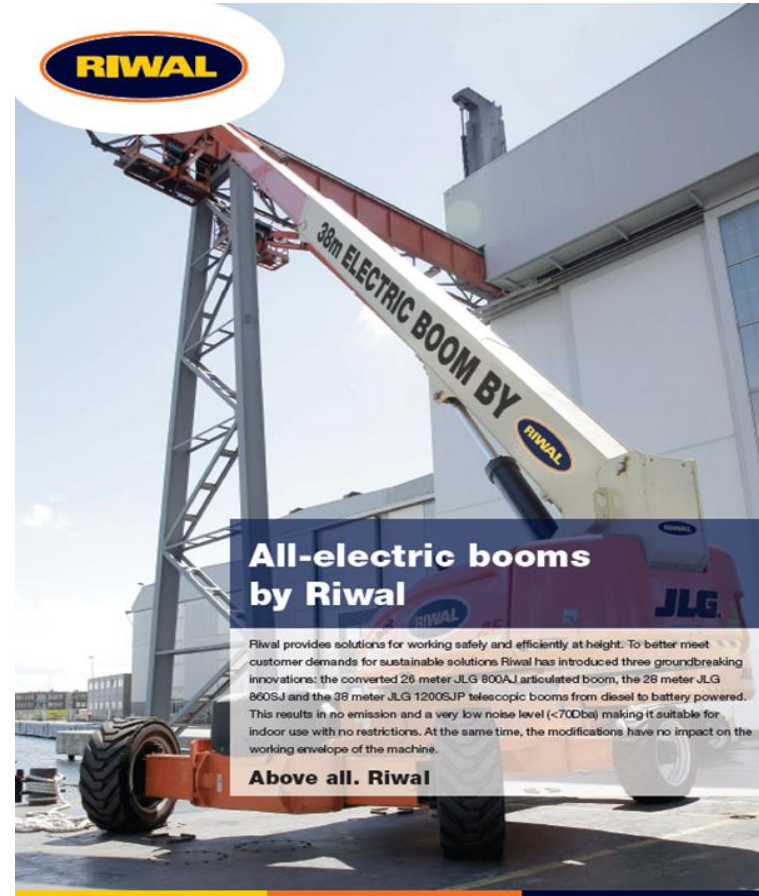
TEAMWORK

Choosing the right strategies to deliver the best customer experience is our license to operate and play



Source: Treacy and Wiersema

From the voice of the customers to providing value through innovative sustainable solutions



All-electric booms by Rival

Rival provides solutions for working safely and efficiently at height. To better meet customer demands for sustainable solutions Rival has introduced three groundbreaking innovations: the converted 26 meter JLG 800AJ articulated boom, the 26 meter JLG 860SJ and the 38 meter JLG 1200SJP telescopic booms from diesel to battery powered. This results in no emission and a very low noise level (<70dba) making it suitable for indoor use with no restrictions. At the same time, the modifications have no impact on the working envelope of the machine.

Above all. Rival

www.rival.com



- JLG 800AJ electric
- JLG 860SJ electric
- JLG 1200SJP electric
- JLG 1350SJP electric

Technology will lead to new business models, increased safety, productivity and better customer experience

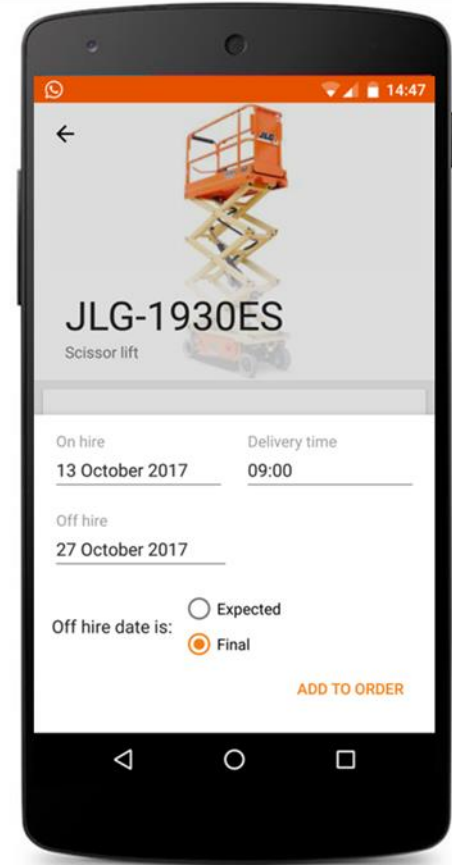
**Rental
TURKEY**



**600+
users in 5
countries**

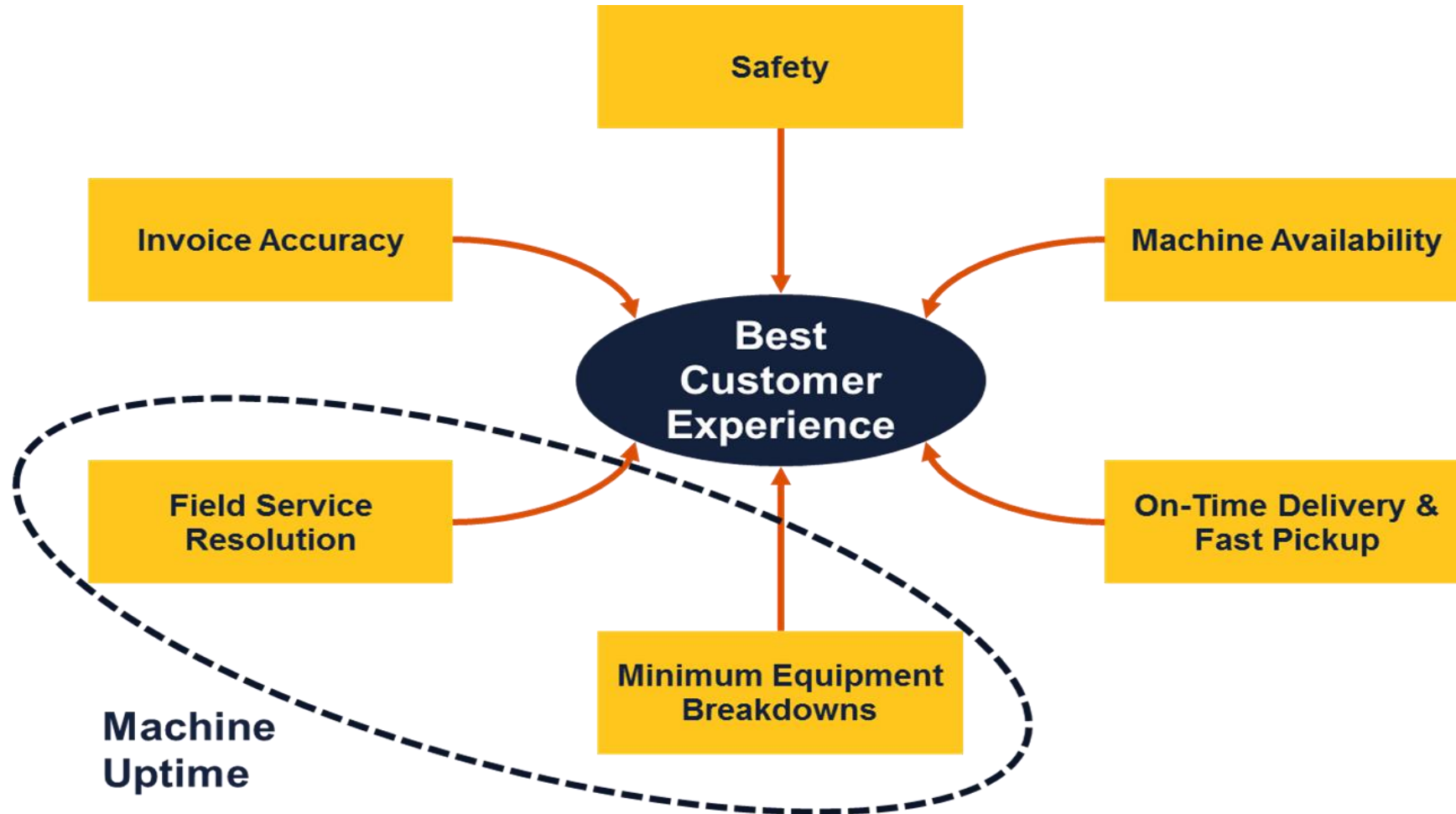


**70% of
fleet
equipped
with T&T**

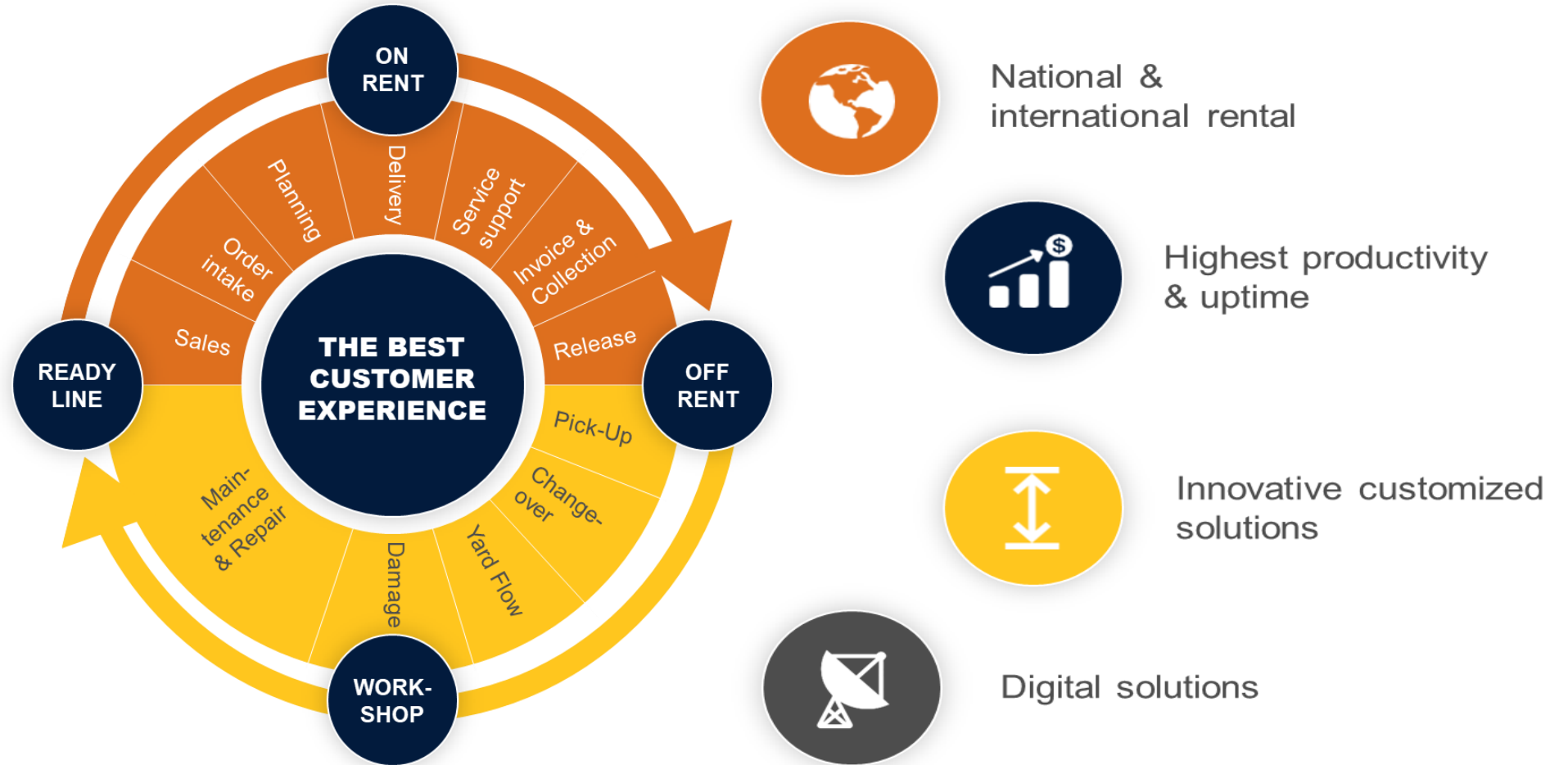


Access4U

Delivering the best customer experience focusses on fulfilling universal customer needs



The Riwal Way is all about deriving value from the core rental processes for both customers and Riwal



175 KAIZENS

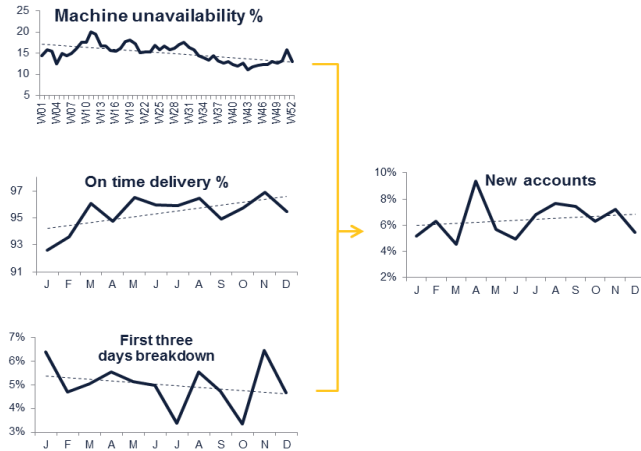


37500 HOURS

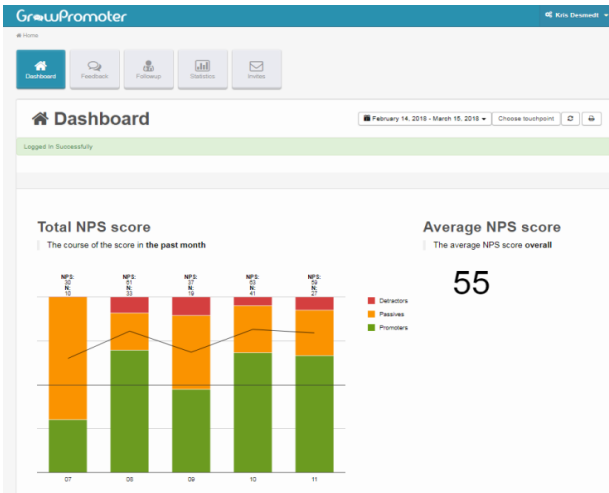


3,0m INVESTMENT

Measure to get insight and improve continuously, explain, teach and share actively – show and be proud



Objectively auditing depots twice a year to check on progress and share best practices



CIR Results

General Information		CIR Score	
Country & depot:	TRW / Depot 1	Overall depot:	80%
Name reviewer:	IPat	Previous depot:	45%
Review date:	11/12/18	Average Rival:	45%

CIR Score per Review Section

Top Accomplishments

- Visuals on the Yard and in the Workshop fully in place, according to Rival standards
- Relevant TRW KPIs understood by Technical Team and acted upon to improve
- Inquiry log books now complete with >90% of all incoming

Top Priorities

- Rental Desk and Sales Team to manage Commercial site by a proactive attitude
- Make Standard Work documents simple and accessible & use for training
- Update equipment KanBan to drive priorities

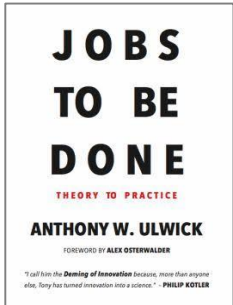
Nr	Problem/Opportunity	Countermeasure(s)
1	Rental Sales not actively hunting for new opportunities industries	Use/Create Value props for specific Customer groups and organize a campaign targeting a specific group
2	Standard Work not regularly used/updated	Create ownership of Standard Work procedures. Owners to update documents and make them easily available
3	Standard Work not regularly used/updated	Designate place for Standard Work documents near the user
4	Equipment overflow not managed by Rental Sales	Review minimal update areas if needed. Commercial practices go after customers that are expected to need machines that overflow
5	Equipment overflow	Review priorities for Workshop. Roll-out TPR.
6		

Overall Feedback

Observations aligned with the Rival Way principles. Rival's top priority works best-in-class and proactively identify and eliminates Waste. Visible improvement since last CIR. Rental Desk and Sales now logging inquiries fully, but still reactive. Management focus advised on Commercial drive KPIs, proactively hunt for Customers, sell value to new Customers.



Understanding the customers job to be done and unmet needs while capitalizing on our investments done

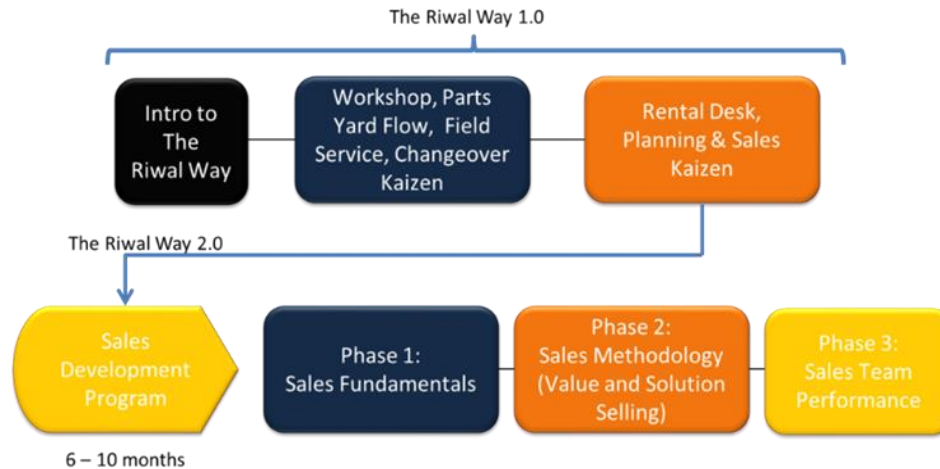


- **Jobs-to-be-done:** Description of the problem to be solved
- **Objectives:** Criteria customers are using to decide on solutions
- **Barriers:** Preventing customers to use solutions
- **Solutions:** Create a candidate list of different ways the job could be done

Open Houses



Sales Development Training



Value calculator

Performance indicator	Gains from improvement	Revenue recovered	Cost Savings	Total Savings
On Time Delivery %	23 hrs	€ 6,670	€ 1,840	€ 8,510
Field Svc. Resolution Time (Hrs)	247.4 hrs	€ 71,746	€ 19,792	€ 91,538
Credit Notes (#)	20 #		€ 1,000	€ 1,000

Total Example Customer Savings 2015

€ 101,048

The Riwal Way: Delivering Value To Our Customers

“The jobs do not change, the solutions do! This will take us to new heights the industry has never seen before”

Delivering the best customer experience is a culture, every day, all day and will lead to premium results



SAFETY



PRODUCTIVITY



INNOVATION



INTERNATIONAL REACH



**THE BEST CUSTOMER
EXPERIENCE**





Thank you

Feel free to contact me:

olaf.sterkenburg@riwal.com



www.linkedin.com/in/olaf-sterkenburg