

KOHLER RENTAL POWER RENTAL COMPANY

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Michael Nasif, Director of Logistics and Operations
Kohler Rental Power



RENTAL BUSINESS IMPROVES PREVENTIVE MAINTENANCE, OPERATIONAL PERFORMANCE AND CUSTOMER SERVICE

Kohler Rental Power is a Wisconsin-based supplier of rental generators for back-up and prime power — for industrial, construction, commercial and event markets, as well as a provider of emergency services and disaster-recovery support. The GlobalTRACS® equipment management system helps Kohler Rental Power to dramatically improve its equipment preventive maintenance program and better track and monitor equipment for improved visibility, productivity and operational performance. As a result, revenues are up because catastrophic equipment failures are down, rental contracts more accurately reflect actual hours used on the equipment, and customer satisfaction is at an all-time high.

When Director of Logistics and Operations Michael Nasif was hired to manage Kohler Rental Power’s rental equipment business, he was determined to learn more about and implement a robust equipment management system. Nasif and his team initially looked at four vendors including Qualcomm and after requesting official quotes, they narrowed the field down to three vendors. He scheduled site visits with all three vendors and his team eventually picked two companies to conduct a 90-day pilot program at their Las Vegas facility.

Each vendor installed their system on 20 units and Kohler conducted a side-by-side analysis. Most of the analysis was done by their field technicians who would ultimately work with the system every day. “After carefully examining the overall

KOHLER.

SITUATION

- Rental power business is unable to easily track and locate equipment for optimum productivity. Preventive maintenance problems can lead to catastrophic break-downs. Inaccurate rental contracts reduce revenues and customer satisfaction.

SOLUTION

- GlobalTRACS equipment management system

RESULTS

- The visibility to quickly locate and monitor equipment means improved operational performance
- Appropriate and timely preventive maintenance helps eliminate catastrophic break-downs and reduces costs
- Accurate rental contracts lead to increased revenues and customer satisfaction

CUSTOMER SATISFACTION AT AN ALL-TIME HIGH

ease of use and total cost of ownership, we chose the GlobalTRACS system by Qualcomm,” said Nasif.

Kohler’s first install began in January of 2006 and they immediately noticed the impact the GlobalTRACS system had on the maintenance side of their business. Prior to the install, Kohler didn’t have the data or visibility to accurately detect if their units were due for preventive maintenance (PM). In the past, they had to wait until their equipment was returned so they could check the hour usage on each unit but thanks to the GlobalTRACS system, they now know exactly when each piece of equipment is due for maintenance. “We’re actually doing more PMs now so our costs have actually gone up in this area but our catastrophic failures have gone down quite a bit, which is terrific,” said Nasif. “And, the visibility is available to everyone now and that’s been a great benefit to us.”

Tracking and location data is important to Kohler’s overall logistical planning and operational performance. “To know exactly where a unit is on a daily basis is invaluable to us,” said Nasif. Kohler now has the data to know exactly where their generators are located, if they are operating and they also give their customers access to this visibility. “Before we had the GlobalTRACS system, there were times when we didn’t know precisely where our equipment was or in what condition. Some customer might rent a unit in Florida, per the contract, but return it in Texas and not inform us of the alternate return location,” said Nasif. “Now we know where everything is located at all times and so do our customers.”

Increased Revenues and Satisfied Customers

According to Nasif, “the revenue benefits have been tremendous.” Before, when Kohler rented a generator to a customer, it was expected the unit would run for

eight hours a day. But Kohler couldn’t confirm the precise number of actual working hours until a customer brought a unit back and they were able to calculate usage hours. When discrepancies were found, they would try to bill the customer for the extra hours but this didn’t lead to very happy customers. Now, Kohler can monitor the actual usage hours via the GlobalTRACS system and bill the customer correctly the first time.

This has also led to proactive customer service and the ability to inform a customer ahead of time if the usage hours are different than specified in their rental contract. This has resulted in increased revenues for Kohler and happy customers because sometimes, it’s a matter of a worker not turning a unit off at the end of the day. Customers can now alert their workers in such cases because they have this pertinent information. Overall, customer satisfaction is at an all-time high because they’re more informed than ever before.

“ Qualcomm has been outstanding. From the beginning, we were assigned a project manager who supported us to ensure the work was on task and on time. Danny didn’t just work with me and our corporate staff; he developed relationships with our technicians in the field too. Qualcomm’s support didn’t stop after the contract was signed, or even two years later. It’s ongoing and we still talk to Danny and his group every week. That’s been an intangible that has just been outstanding for us.”



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