



Back-End Operations Support for Forklifts & Industrial Equipment Firm

CLIENT PROFILE

The client is a Texas-based organisation that specializes in leasing industrial heavy vehicles, such as trucks and forklifts, on a contractual basis. Beyond equipment leasing, they offer businesses an efficient alternative to managing in-house overheads by handling maintenance, repairs, uptime, and other essential service needs—letting their clients focus on what they do best.

CHALLENGES

- **Outdated Administrative Model**

Grappled with a growing workload, leading to operational inefficiencies and delayed client services.

- **Burned out and Under-Prepared Resources**

In-house sales & engineering team were under-trained for managing the business's administrative tasks, which hindered their ability to concentrate on their core roles.

- **Delayed Generation & Processing of Quotations**

Delays in providing quotations to customers severely affected sales.

- **Bottlenecks in Customer Support**

Limited Hours Support was insufficient to handle sales queries or support responses.

- **Overhead Wage Burden**

Expensive labour costs became major strain on the business's profitability and growth

BUSINESS BENEFITS

- **Optimized Workflows**
- **Reduced Administrative Obstacles**
- **Enhanced Customer Satisfaction**
- **Freed up the in-house team to prioritize their core duties**
- **Minimized operational expenditures**
- **Flexible business model**



OUR SOLUTIONS

- Streamlined administrative tasks using state of the art technology.
- Instant conversion of hand-written & rough orders into digital CRM quotations.
- Managing CRM entries & reports.
- Managing inventory records.
- Co-ordinating with vendors & suppliers.
- Providing 24/7 Omnichannel Customer Support