

# Customer Insights Benefit Machinery Provider

Tan Chong Industrial Machinery finds out first-hand how a little investment in the most unexpected technology for its business, can go a long way.



**“TCIM’s Movex Application is currently hosted on the IBM System i820. The system provide unprecedented performance and lowest Total Cost of Ownership (TCO).”**

## Customer Service

This is the most often identified problem in the failing of businesses, yet most unlikely to be acted upon.

Yet at the same time, it is these two words that encapsulate almost the whole purpose of the evolution and betterment of technologies for the business. And no doubt, it is the ability to gain insight on the customer has thus far decided the sustainability and success of hundreds of businesses in Malaysia today.

Whilst it is the norm to associate customer service to the retail and service industry, the fact is that this façade of business endeavor is as important, if not more significant, for those in the equipment provision business such as Tan Chong Industrial Machinery (TCIM).

TCIM is a wholly owned subsidiary of Tan Chong Holdings Berhad, which is listed on Bursa Malaysia. The Shah Alam-headquartered company that reported an annual revenue of more than RM120 Million, is a major machinery distributor with a network of 18 branches in East and West Malaysia.

Established since 1983, TCIM is Malaysia’s leading provider of equipment such as forklifts, hand pallet trucks, stackers, excavators, power generator sets, agriculture and road construction machinery, etc – to a wide range of industries. It represents some of the major international brands such as Nissan, Sumitomo, Jungheinrich, John Deere, Ingersol Rand, Daewoo, Perkins, and more.

For over 20 years, TCIM’s key operation is in sales and distribution, rental, and service of industrial machinery. TCIM also provide a comprehensive spare parts inventory for its equipment provisioning business.

The highlight of TCIM’s fast expanding business was in January 2001, when the company’s adoption of the Movex solution went ‘live’, triggering off the leverage on the Movex TRUE Customer Relationship Management (CRM) – a powerful industry-focused solution to improve customer service.

## Customer Service: In TCIM context

TCIM’s business effectiveness depends largely on its ability to manage its complex database of equipment rentals and service provisioning to its hundreds of individual business clients and customers.

Prior to Movex, the functionalities of TCIM’s system lacked the sophistication to handle increasingly detailed customer requirements that complicated the existing logistics operations. At the same time, TCIM’s service department required a system that was able to provide all service history of a particular customer and its rented machine.



The Movex TRUE CRM solution solved these two problems by providing the tools for TCIM to leverage on its existing customer relationships – with the aim to boost profitability from each customer – via Service & Rental, an important component of the TRUE CRM solution.

The Movex Service & Rental enables TCIM field service technicians and engineers to report the details of each and every of their service appointment in real-time, thus allowing for better billing procedures and inventory management.

Lee King Soon, Senior Manager of Finance & Administrator for Warisan Tan Chong Holdings Berhad says, “Movex Service & Rental has help to improve our customer service level as TCIM now has a complete view of the required (updated) information at their fingertips. Service jobs are easily tracked and managed to ensure they are attended to and resolve quickly.”



“For TCIM, it’s no longer just about providing service. It is now about predictive service for our clients.”

“We least expected the investment in technology to improve TCIM’s customer service could show so much benefits. I am now fully convinced that this is the way to go forward, especially for a vibrant organization such as TCIM that competes in a ‘service capacity’ for equipment provisioning,” says Tan.

### Fully Integrated

The competitive nature of TCIM’s industry segment called for a fully integrated enterprise solution which the Movex solution does by linking two of TCIM’s key areas of focus – Field Service Order Management and Spare Part Inventory Management.

Prior to Movex, TCIM had a poorly fragmented information system which had been customized to track service order jobs and spare parts inventory. Field service engineers had no idea of what was available in the spare parts inventory, the inventory management personnel on the other hand had little knowledge of the spare parts required by field service engineers and technicians.

Movex has thus far solved this problem by providing a fully integrated end-to-end enterprise solution that feeds accurate and complete information to both parties that are spread across a wide area network linking all 18 of TCIM office branches in the East and West Malaysia with its headquarters based in Shah Alam.

“With Movex, TCIM has been able to continuously reduce and streamline its inventory levels in order to translate to significant cost savings, with a huge reduction in obsolete stock,” says Lee King Soon, Senior Manager of Finance & Administrator for TCIM.

“With Movex fully implemented, we expect to streamline our operations and fully integrate our core business processes, thus reducing redundancy and duplication of information,” he concludes.

It has been more than 5 years since TCIM purchased and implemented the Movex solution including the complete Movex Customer Relationship Management (CRM) solution.

