

Case Study: Construction Equipment Dealer

Northgate work with national Construction Equipment Dealer to replace underperforming vehicles with a market leading fleet of custom, mobile-repair vans.

The Challenge

Prior to working with Northgate, our client's mobile repair teams were using a fleet of vehicles with an unsatisfactory power generation system to carry out repairs on site. The vehicles and on-board equipment were not coping well with regular driving over rough and sandy terrain and were regularly breaking down.

At that time, the vehicles were being repaired by third party suppliers situated at different locations across the UK. The process was difficult to manage, and it could often take a week or more for highly specialist equipment to be repaired.

The Solution

By making use of Northgate's buying power with the suppliers, our client was able to acquire 120 Mercedes Sprinter MWB high-roof 314 vans with fully customised interiors to meet their engineers' exact needs of being reliable, comfortable, and fully spec'd to carry out on-site repair work.

Our team worked for six months to gather updated driver requirements from our client's engineers. The first-hand feedback gathered from the drivers was then incorporated into the design and build of the vehicles.

Before modifying the vehicles, we provided a mock-up of the custom vans to bring to life their ability to meet the demands of the job. After agreeing a rollout plan based on our client's needs, we assisted in the phased replacement of the existing fleet over a two-year period.

The Results

With a fleet of market-leading mobile repair vans, backed by Northgate's servicing and maintenance agreement, vehicle downtime is kept to a minimum. Instead of having to manage relationships with multiple suppliers across the UK, our client benefits from the convenience of Northgate's ability to meet all their commercial vehicle needs.

With the vans being so well received, driver satisfaction and retention has increased noticeably. Better yet, having a fleet of quality vans has greatly assisted with the recruitment of new engineers in a highly competitive market.

As part of the successful roll out, Northgate has provided a further 20 smaller vans for supervisors, demonstrator staff and apprentices.

“The success of our company is based on the highest quality maintenance/servicing. To remain the industry leaders with customer support we have to support our engineers with the correct equipment and tools to do the job. The new vans are much appreciated by our engineers, with increased driver satisfaction and comfort and will also assist with the recruitment of new engineers in a highly competitive market. The investment in this area of the business certainly sends a clear signal that our engineers are very important to us.”

Service Solutions Manager