



WesTrac

CAT

In 2016, WesTrac set about to reinvent their e-commerce system with the goal to increase sales and improve customer service. Three years into the journey, WesTrac have not only achieved these goals but have benefited from other unexpected business advantages that continue to positively impact their bottom line. The solution was a SMART Retail Locker solution – a solution that has allowed them to cost effectively extend their retail collection points while solving the challenge of automated, 24/7 order access.

Like many retailers facing pressure from changing consumer expectations, WesTrac understood the need to diversify their e-commerce delivery methods to deliver a more seamless customer experience. Customers needed to collect spare parts at all hours of the day or night and were not prepared to travel far to do so. Integrating an intelligent locker management solution into their e-commerce system delivered the business immediate results, reducing delays in customer orders and relieving the pressure on branch resources.

WesTrac have successfully implemented an intelligent retail solution, providing an immediate return on their investment while ensuring they remain competitive for the years ahead.

Spare part sales have doubled since the program was launched, and WesTrac continue to see a month on month increase in locker usage, not only for the issue of spare parts. The 24/7 accessible solution has also delivered the business a 10% increase in overall product lines now ordered online, with customers responding to the convenience and flexibility afforded by the growing number of collection points.

Results from a recent customer survey (regularly conducted by WesTrac to measure the effectiveness of their communication) have also shown a significant increase in their overall scores for ease of business and positive communication, a result that can be in part attributed to the automated messaging benefits of the smart locker system. Customers receive regular updates as to the status of their order, which in turn reduces collection times and inventory load.

In fact, since implementation, WesTrac have halved the amount of inventory on hand at their local warehouses as a result of the streamlined management process.



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Furthermore, the company has also benefited from customising the TZ Asset Manager software to improve internal asset management and further streamline internal business processes for added cost savings.

An unexpected but equally positive result for WesTrac has been the convenience and time saving for their internal field technicians. With an extensive mobile service team, WesTrac has measured a significant reduction in time per job by using the locker management solution to deliver parts, saving technicians valuable travel time. This cost saving has allowed WesTrac to deploy additional resources to focus on a customer direct delivery service, with a fleet of mobile delivery vans now operating in the market.

With seven locations across New South Wales and Western Australia currently operational, WesTrac intend to expand the program and leverage the benefits throughout their branch network. The customised design of the locker banks has also given WesTrac a highly visible and recognisable advertising platform, doubling as a successful branding exercise for the company.



The drivers of change

As one of the largest authorised Cat equipment dealers in the world, WesTrac has set a benchmark in equipment management solutions within Australia. With over 75,000 product lines in stock, the management and supply of spare parts is a significant and time sensitive part of their business.

Over the years, WesTrac has seen an increase in the demand for spare parts collection outside their traditional business hours of 7am to 5.30pm. These demands placed strain on the existing business model and created friction for customers who faced down time as a result of access delays. With a strong commitment to long-term customer relationships and excellent customer service, WesTrac conducted a customer survey to better understand the challenges customers faced and to identify areas for improvement to their service and communication efficiency.

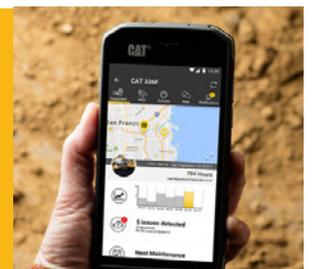
The findings were simple. Customer needed access to spare parts 24/7, with multiple collection points around metropolitan areas to minimise the need for travel greater than 20 minutes, especially from a more remote location. Combined with internal analysis to look at opportunities to enhance service levels, reduce overheads and optimise inventory levels, it was evident a new order fulfilment strategy was required.

“ The SMArt Locker solution has yielded many positive benefits to WesTrac – increasing customer satisfaction; growing sales; reducing overheads; streamlining internal processes; and building brand awareness. By partnering with TZ SMArt Lockers, we have leveraged the available technology to truly enhance the customer experience and deliver business efficiencies, some of which we had not imagined. It leaves us well positioned to remain competitive for the years ahead ”

Joel Berg, Parts Manager

Contactless benefits

The advantages of the smart retail locker system became all too clear during 2020, when the challenges of the pandemic and associated lockdowns impacted businesses across Australia. WesTrac not only tripled order volumes through the system during this time, but also reduced the risks to their staff and customers by offering a safe working environment.



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