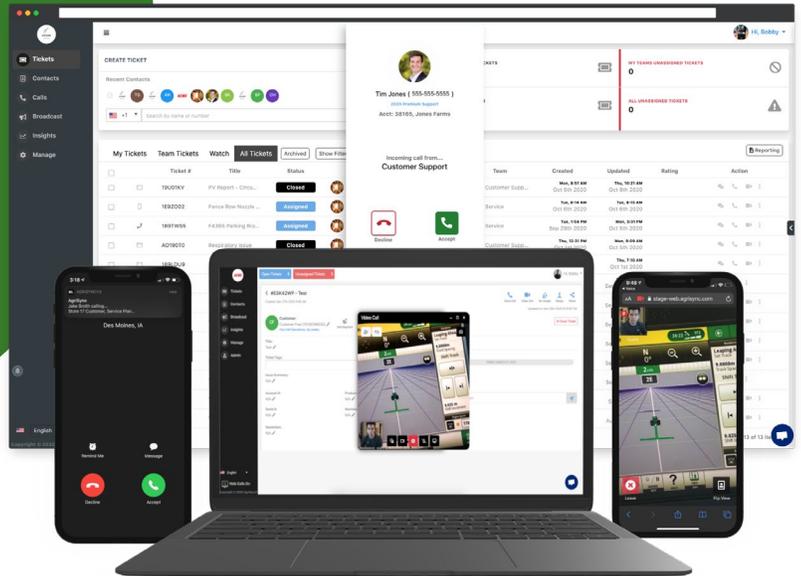


Case Study: Greenway Equipment

Greenway Equipment uses ExpertConnect to **improve its communication** with both its customers and internal team.



Situation

Recognized by its customers as an innovative and trusted partner, Greenway Equipment is a John Deere dealer with 32 locations and nearly 700 employees. As a full-service equipment dealer, Greenway Equipment offers a vast range of equipment, a wide variety of quality parts, and staffs more than 200 certified John Deere Service Technicians and 20 Precision Ag Support Specialists to keep customers' equipment running.

Greenway Equipment values its customers, which is why they have operated a Precision Ag Support Center for more than ten years. The company initially used a standard landline phone system, and incoming calls were routed to phones at a desk. This system came with obvious limitations. Not only were calls tracked with handwritten notes, but there was also no efficient way to get Support Staff on a call if they weren't already in the office.

Seeking to make the support process more responsive, Greenway Equipment began forwarding calls from its desk phones to the Support Staff's cell phones. But there were restrictions with that system as well.

"All of these challenges limited our ability to provide our customers with top-notch service. We just couldn't keep up with, and respond directly to, all of the questions our customers were asking," said Jeremy Bullington, Precision Ag Support Center Manager at Greenway Equipment. "Fortunately, when we found ExpertConnect, it instantly appeared to be the solution we were looking for. We really liked the fact that it was made specifically for our industry."



ExpertConnect does everything we need it to do because we were one of the first customers, and our feature requests help build the product. **Now, it's one of the best products out there.**

Jeremy Bullington, Precision Ag Support Center Manager, Greenway Equipment

Solution

ExpertConnect is a support platform that manages ticketing and remote support services for ag equipment dealers. The platform has always been intended to connect equipment users directly to a dealership's service technicians. However, it needed a bit of tweaking to maximize its effectiveness.

"We started using ExpertConnect with our internal staff," said Jeremy. "Later, we expanded to use ExpertConnect to both support internal staff as well as working directly with end customers. The ExpertConnect team listened to our needs for a single tool that would streamline service with VoiceHub, which allows internal and external customers to call or text in questions."

ExpertConnect originally required both Greenway Equipment and its customers to use the ExpertConnect app to facilitate communication. The problem was that not all of the customers wanted to download and use the app.

"Most of our customers are very traditional—they want to pick up the phone, make a call, and talk to a human being," said Jeremy. "We expressed this need to ExpertConnect, and its team developed the platform so that the use of an app was no longer necessary."

ExpertConnect has also influenced and improved the communication between Greenway Equipment's three internal teams.

"On the technical service team, new team members would get stuck when handling a problem," said Jeremy. "We found that ExpertConnect made it easier for them to call more experienced technicians to find a solution. Within the parts team, ExpertConnect connected inexperienced team members with those who were more experienced. This helped flatten the learning curve and drastically improved our customer service. And our IT team used to use email to get things done. Now they use the more efficient ExpertConnect."

Results



Proper handling of support tickets

Instead of using landline phones and inefficient voicemail, the Greenway Equipment team now uses the ExpertConnect ticketing and communication system to handle more than 4,000 tickets each year.



Enhanced internal team setups

In addition to leveraging ExpertConnect to provide customer service, Greenway Equipment also uses the platform to facilitate efficient communication between the members of its internal teams.



Improved customer satisfaction

"Customer satisfaction has improved dramatically," said Jeremy. "We know this because when we complete a service call, customers can rank us between one and five. Our cumulative ranking now is 4.9. That's fantastic."

"Customer satisfaction has improved dramatically."