

Machinery Dealer Customer Revenue Retention

HOW SHIFTING TO A PROACTIVE
SERVICE MODEL CAN SUBSTANTIALLY
INCREASE REVENUE.



Welcome to Blackhawk



Blackhawk is a specialist IoT provider focused on **optimising business performance** through connected assets.

OUR VALUES

CONTINUOUSLY STRIVING FOR BETTER PERFORMANCE

Improve ROI, security and performance of our customers' assets with smart IoT SaaS and through trusted, ethical long term relationships.

ALWAYS ASK WHY

Challenge the status quo by thinking differently.

COMMITTED TO SUSTAINABILITY

Empowers leaders and operations teams to do more with less, for a more sustainable planet.



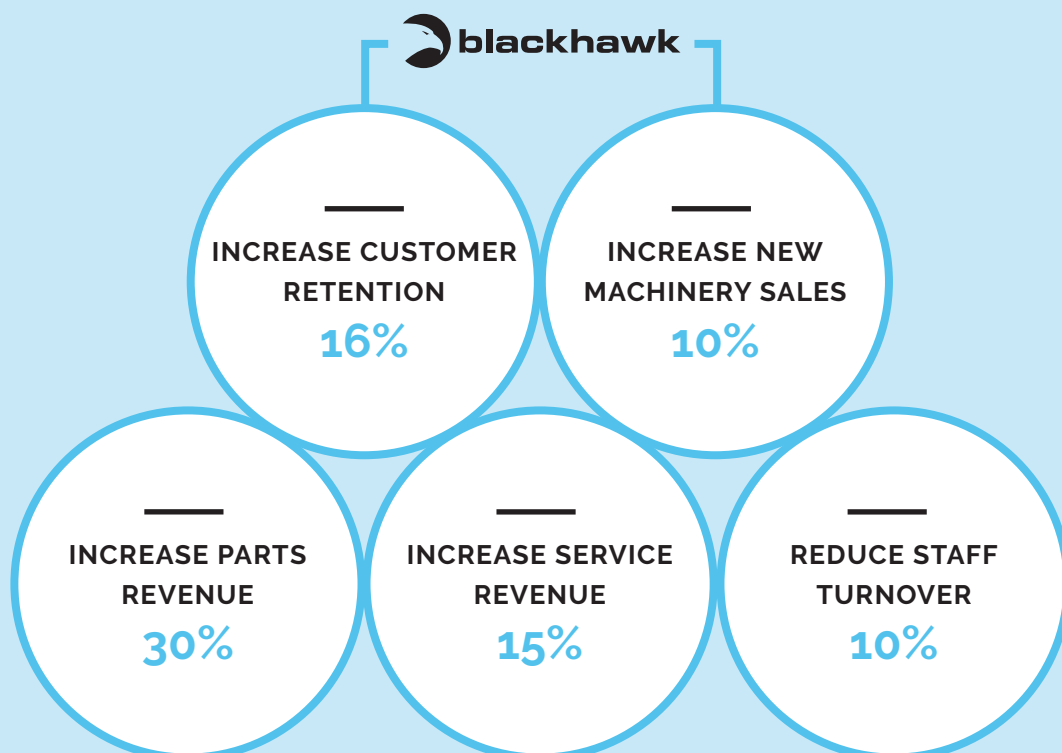
Machinery Dealer Customer Revenue Retention

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“It is estimated that 90% of near term growth in a machinery dealership can come from core services.”

MCKINSEY
LIFETIME AFTERMARKET
BENCHMARKING

BY USING THE POWER OF IoT AND CONNECTED MACHINERY
WE HAVE UNLOCKED A BUSINESS PROCESS THAT WILL:



Challenges for machinery dealers worldwide



Machinery dealers are facing a raft of ever-increasing challenges in driving business profitability. Margin in the machine sale is always at threat.



GLOBAL 3RD PARTY COMPETITION

The global marketplace driving increased competition for sales and servicing.

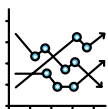
Customer: "I can get those parts cheaper online, I have an existing local service agent."



WORKLOAD FORECASTING

Pressure on service and parts departments due to lack of visibility of future work.

Service Manager: "Keeping up with last minute urgent requests often leads to unhappy customers."



REVENUE STRATEGIES

Maintaining growth in a downturn market.

CFO: "Making our sales guys work harder or cutting the machine sell price seem to be the primary levers we have to pull to increase our revenue."

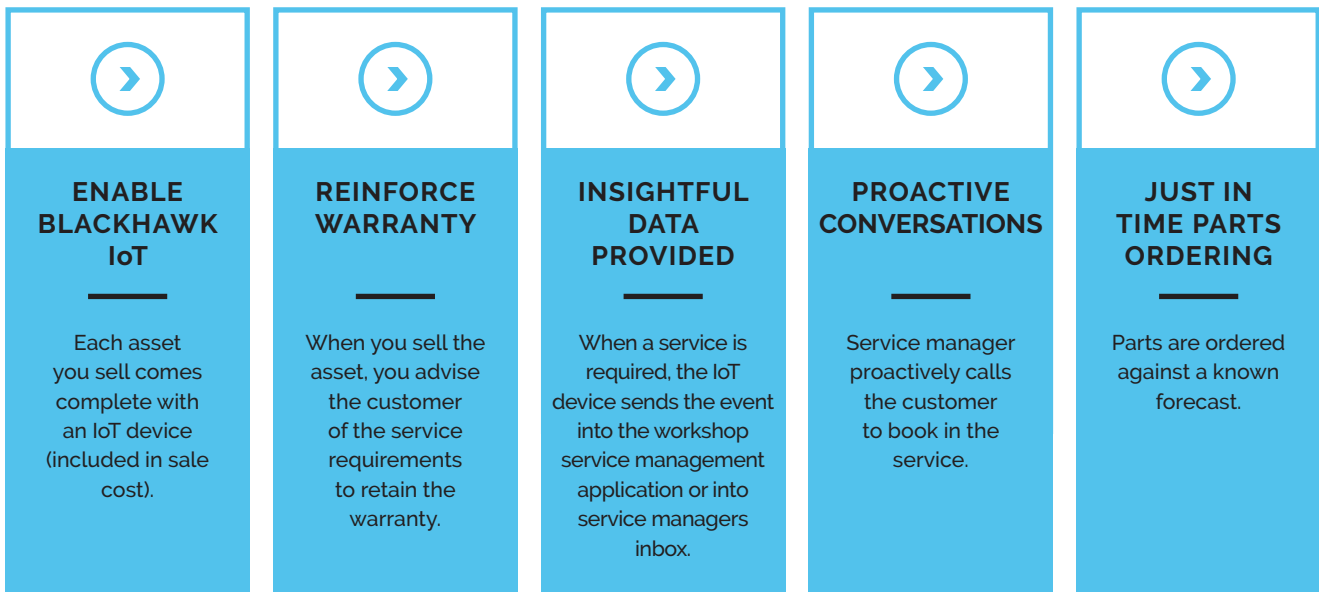
Driving revenue from aftermarket concepts are hard to quantify without data to base decisions off.

The Solution

Blackhawk IoT enabled machinery that drives proactive customer relationships.



By placing smart IoT devices on powered or non-powered assets that you sell, you will have full visibility of the usage hours of all of your customers' machinery. This enables you to provide a proactive and highly valuable in-time service offering.



ENABLE PROACTIVE, REVENUE GENERATING CONVERSATIONS

"I see that your generator is due for its 250 hour service. Would you like me to book that in Friday for you?"

"If you would like to service this yourself, I can send you all the parts and oils you'll need."

"Is there anything else you need from us? I see that you are using the generator over 6 hours per day, do you need another?"

"Your generators' hours are getting quite high and your maintenance costs will start to increase soon, would you like sales to call you to offer a deal on a replacement?"

Business Outcomes



Blackhawk IoT enabled machinery solutions drive efficiency across the entire business, increasing revenue from your existing resources.



SERVICE MANAGER

↑
**SERVICE
15%**

Increase in service frequency and retention

"By being proactive with service bookings, we can control when services are booked in. Everything is much better planned - we're no longer in feast or famine mode. We've been able to increase service revenue by 16% without having to increase overheads. Last minute service requests have dropped considerably."



PARTS MANAGER

↑
**PARTS
30%**

Increase in parts business

"By knowing exactly what sort of service our clients need and for what type of machine, we have a lot more visibility of the parts we need. We're currently exploring a subscription style parts delivery service where we sell more OEM products, even if we don't do the service."



SALES MANAGER

↑
**SALES
10%**

Increase new product sales

"By being proactive with servicing, our relationship with our customers are deeper, more attuned to their needs and more trusting. The conversation has changed as we are only contacting them when we can offer value: we have increased new sales from existing customers by 15%."



CFO

↑
**CUSTOMER
RETENTION
16%**

Forecastable revenue growth

"With this solution we have been able to determine the total addressable market size and set benchmarks for service retention for our team to hit. We are now tracking this as a whole of organization KPI."



OWNER

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**STAFF TURNOVER
10%**

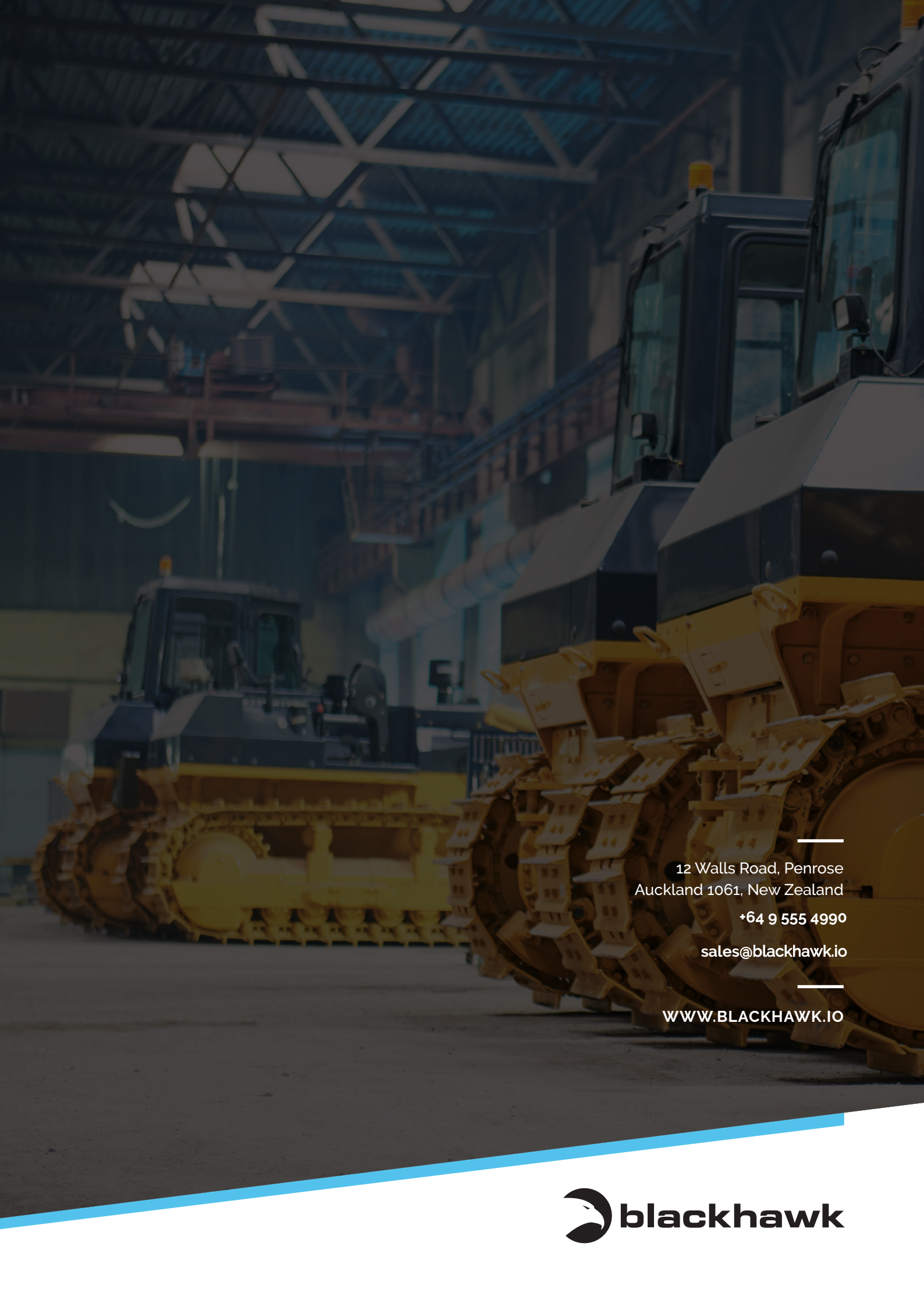
Increase revenue, reduced staff turnover

"Not only is this great from a business perspective, but with clearer goals and better planning everyone is more organised, engaged and motivated - we have seen a decrease in staff turnover as a result."

“After several flat years, implementing the Blackhawk solution is driving a projected increase in after-sales revenue of 16% in just 12 months.

It’s an ingenious way to get closer to the customer and provide genuine long term value.”

**LEADING
MACHINERY DEALER**



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