

CROWN



INTEGRITY  
**Service**  
SYSTEM<sup>®</sup>





**Dewey Clark**  
MBM Corporation  
Rocky Mount, NC

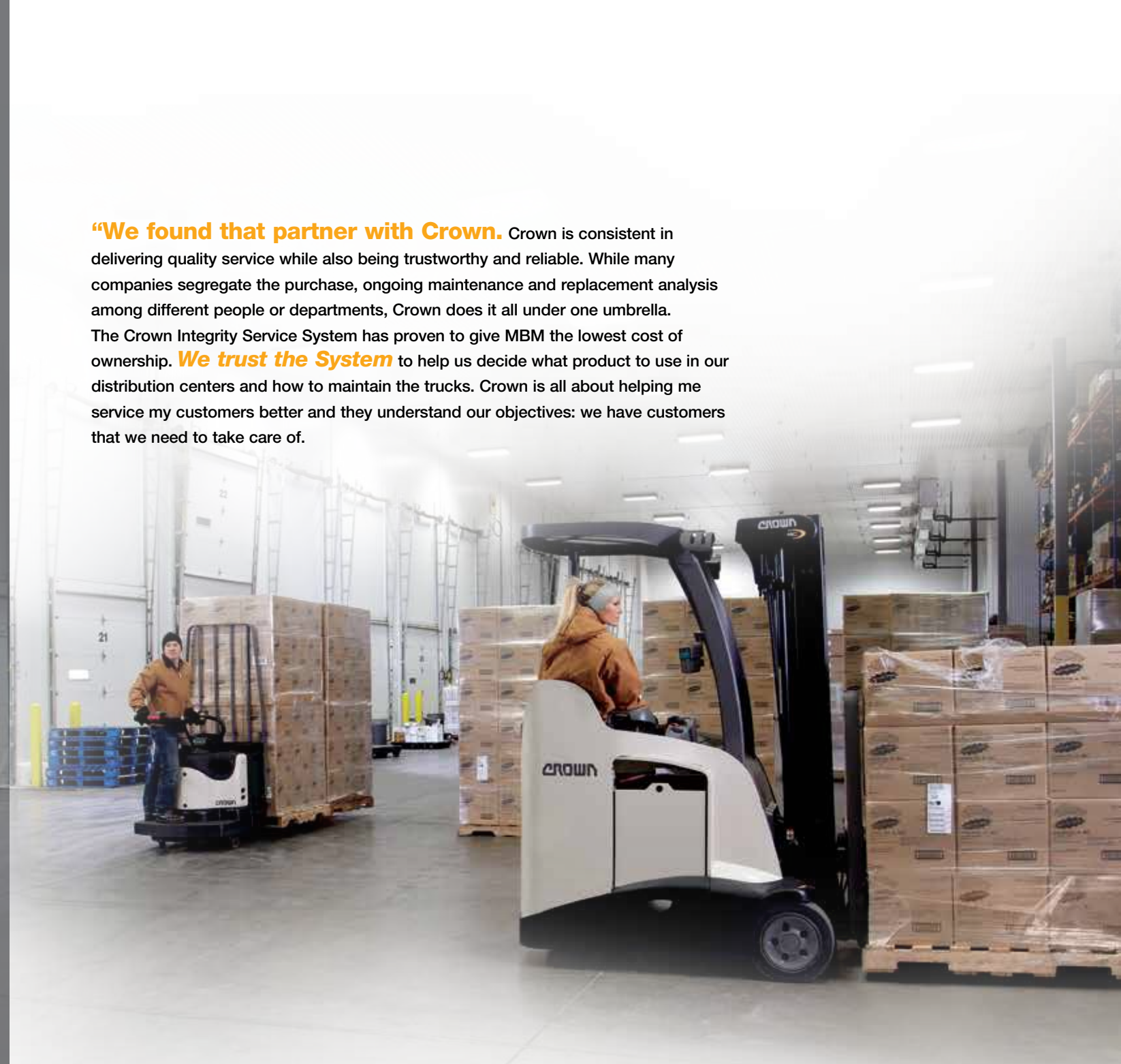
“When a truck is down, **response time is critical** because we need to keep our fleet moving. **Crown steps up to the plate and delivers every time.**”

“Crown and MBM Corporation have a lot in common. We both go above and beyond to deliver and satisfy our customers. In the past, MBM viewed material handling equipment as disposable. Our philosophy was that if the product lasted 36-42 months, then we were happy. In the mid 1990s, our company grew fast and we didn’t have a structured maintenance program. Our fleet size was larger than it needed to be due to unnecessary downtime. We didn’t call a service technician until the truck was broke and then we hired the company with the cheapest labor rate. However, we soon realized that although our approach was cheaper in the beginning, we experienced a reoccurring scenario of replacing parts over and over again. This replacement cost added up over time. That is, until we changed our outlook.

Crown’s FleetSTATS® tracking system helped with this. With the information gathered from this system, we were able to gain control of our costs and identify opportunities to improve our fleet performance. With Crown Integrity Service, we learned that it’s not about using the cheapest labor rate or the cheapest replacement part; it’s about spending a little more upfront for a high-quality, reliable maintenance program.

We quickly found out that to really determine how much a company spends on material handling equipment and service, you need to look at data at the distribution center level down to the asset level. We felt that we needed a structured national program in place. **Without a structured maintenance program, we would spend more money to maintain our other trucks—often three times as much—when compared to a Crown truck.** We realized that just as we want our customers to view us as a partner and expert in distribution, we needed to find a partner and expert in material handling equipment.”

“**We found that partner with Crown.** Crown is consistent in delivering quality service while also being trustworthy and reliable. While many companies segregate the purchase, ongoing maintenance and replacement analysis among different people or departments, Crown does it all under one umbrella. The Crown Integrity Service System has proven to give MBM the lowest cost of ownership. **We trust the System** to help us decide what product to use in our distribution centers and how to maintain the trucks. Crown is all about helping me service my customers better and they understand our objectives: we have customers that we need to take care of.



**It’s the System** behind the technician that makes it happen. If trucks are down, then we get behind and we can’t move orders. **Uptime is important because our customers can’t sell their product if we can’t deliver the product**—Crown’s Integrity Service System is about fixing it right the first time and getting the truck moving again. Crown’s service technicians get in, get it done and get out so we can **keep product moving.**”

“Why does MBM continue to choose Crown year after year? Because Crown continues **to deliver with integrity.** It’s that simple.”



**Craig Bruns**  
Director of Aftermarket Support  
Crown Equipment Corporation



# “Lowest Cost of Ownership doesn’t happen by accident. You need a system in place—a System of Performance.”

Many customers view service as a commodity and only from a single dimension—low service labor rates. Unfortunately, this approach does not provide the outcome they desire: lowest total cost of ownership. You need to view service from multiple dimensions such as trained service technicians, the availability of quality parts, first-call fix rate and response time. When you’re able to look beyond low service rates and acknowledge these factors, you’ll begin to understand that you need a system in place in order to achieve the highest levels of performance and reliability.

Lowest cost of ownership doesn’t happen by accident. Service differs significantly from one service provider to another and you can’t judge service by the labor rate alone. An initial low labor rate doesn’t mean lowest cost of ownership over time—it’s the labor frequency of consumption and the support behind the system that truly counts. You need a system of performance that is deliberate and efficient and offers the lowest overall cost. Crown’s Integrity Service System offers this and more.

Crown tracks important features such as first-call fix rate, response time and parts availability. We use the term “integrity” to describe our service and parts because customers trust our system and appreciate how it’s designed for them. **The ability to send the right technician, at the right time with the right part** is a true indicator of cost savings and real value for our customers.

We call it the **Crown Integrity Service System®**. It’s built on a system of performance.”

# Maximize Your Fleet Performance

## 1 Crown Product & Support

Crown has made substantial investments in engineering, technology and our people to provide expert assistance from our customer call center representatives as well as unmatched service support, warranty coverage and reliable parts. We continually evaluate our service system to meet your expectations for superior support at the lowest cost of ownership.

## 2 Crown Dealer Network

Crown knows that uptime is your priority. We invest in the latest technology and technician training to:

- Monitor response times
- Track first-call fix ratio
- Ensure that service vans are stocked with Crown Integrity Parts™ and One Source Lift Truck Parts®
- Provide consistent service across the nation

This investment eliminates unnecessary down-time and maximizes the value of your lift trucks.

## 3 Crown Service Technicians

Crown technicians bring expertise and dependability to your truck maintenance efforts. Technicians are continually trained on current products and technologies through Crown’s Demonstrated Performance® training. Only Crown service technicians have access to the latest updates, repair information and our call center.





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# Crown's System of Performance

## 4 Crown Integrity Parts®

Rely on Crown Integrity Parts to provide reliable performance for our lift trucks. Compare our parts with other service providers and you'll find that other providers aren't able to offer the same quality or availability. Crown's ongoing testing of look-alike parts consistently finds major flaws including poor fit and obsolete designs that often lead to potential system damage, or issues with performance and safety.

Crown Integrity Parts:

- Are evaluated and tested to meet the performance specifications of Crown lift trucks.
- Last two-to-three times longer than look-alike parts—saving you service costs.
- Are stocked and properly managed at Crown retailers across the country to help you avoid costly downtime.

We also use the same expertise to select and offer other lift truck parts through our One Source Lift Truck Parts® Program. Call your local dealer for details.

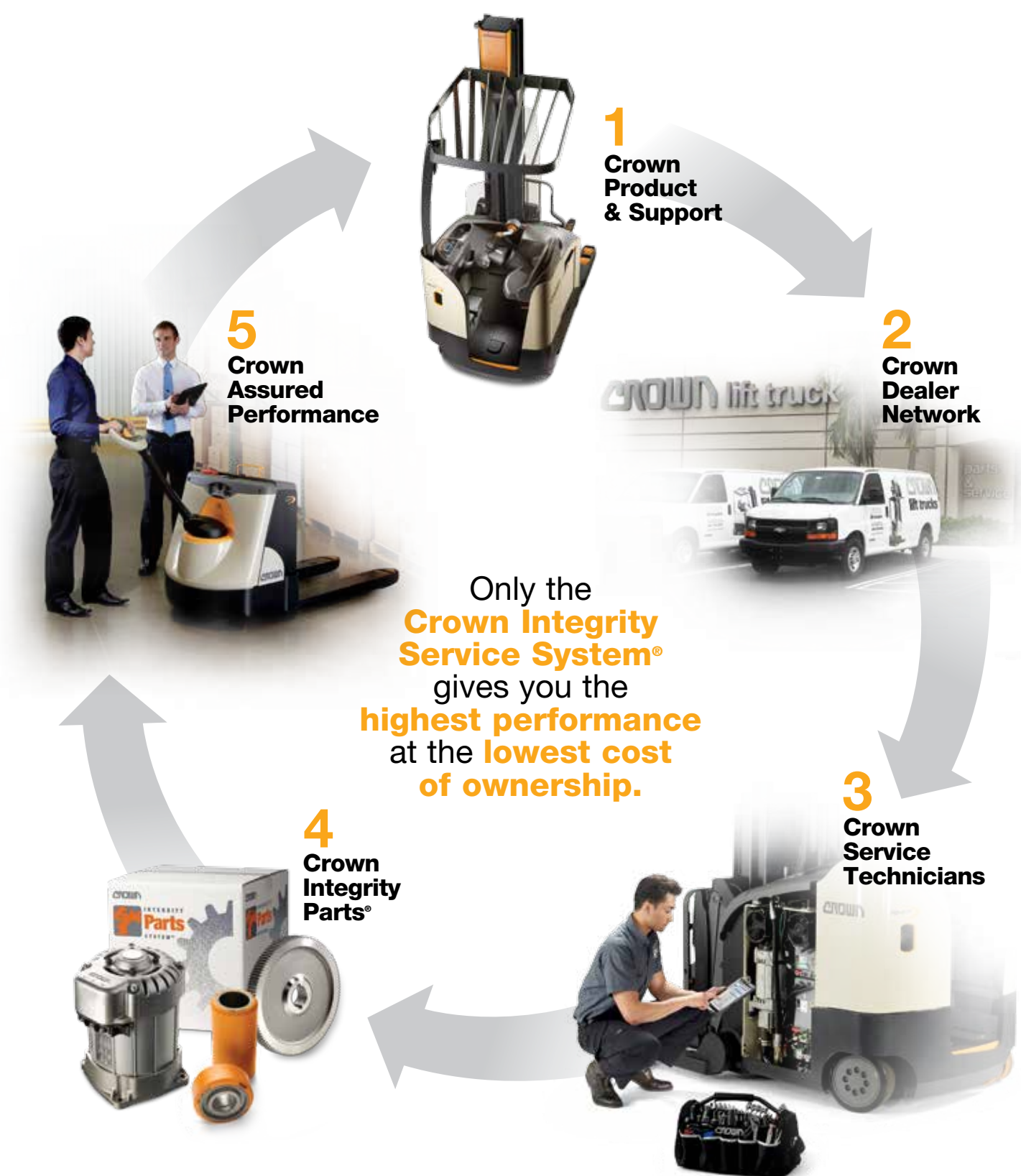
## 5 Crown Assured Performance

Crown has the most extensive factory support in the industry. This allows us to diligently and routinely monitor our performance to ensure you receive the best service with the best parts in a timely manner. We understand that downtime costs your company money so we work hard to ensure the fastest response time in the industry with a reliable call center and GPS-tracked service vans. Several key business measurements have been established to guide Crown's system of performance:

- Prompt, reliable repairs
- Quick response with technicians dispatched with the latest Crown training and technical information
- 98% off-shelf parts availability with Crown's well-managed inventory
- Reliable customer service with Crown's factory call center
- Thorough maintenance history review to determine usage, abuse areas, targeted operator training opportunities and cost-saving potential
- Routine review of equipment condition, part replacement frequency and technician performance

Crown's Integrity Service System uses these measurements to assure that we live up to our promise to provide a level of unmatched support that meets and often exceeds your expectations.

**Experience service** that gives you more uptime all the time.





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# Crown offers the **Highest Performance** at the **Lowest Cost.**

Do you receive **prompt service** by **trained technicians** with the **right part** the **first time**?

If not, you need to look beneath the surface to uncover the secret to reliable performance and substantial cost savings. With Crown and its dealer network, you benefit from the resources and expertise of a major lift truck manufacturer.

**No other service provider can compare.**

Crown Integrity Service Benefits	Crown	Other
<b>Best Local Dealer Support</b> Proven performance: responsive and fixed right the first time	Yes	?
<b>+ Parts Availability</b> Highest off-shelf availability	93-98%	?
<b>+ Integrity and One Source Parts</b> Longer lasting, lowest frequency of consumption, lower overall cost	Yes	?
<b>+ Factory Support</b> Experienced call center, unmatched field representation	Yes	No
<b>+ Factory Training</b> On-going technical training and the latest updates	Yes	No
<b>+ Warranty Support</b> Only provided by the Crown dealer, continuous product improvement	Yes	No
<b>+ Service Programs</b> Comprehensive offering of maintenance programs	Yes	?
<b>+ Accountability</b> Crown management monitors key performance criteria	Yes	No
<b>+ Investment</b> Facilities, equipment, service vans	Yes	?
<b>= Highest Performance (reliability/uptime) at the Lowest Cost</b>		

**Crown offers maximum performance and savings through programs tailored to your business needs.**

- **Time and Material:** Helps manage every aspect of lift truck repair, including planned and routine maintenance. Monthly repair bills are less predictable, so budgeting is more challenging.
- **Planned Maintenance:** Covers the fundamental maintenance that should be performed on your trucks to ensure safe and proper operation.
- **Full Maintenance:** Includes Planned Maintenance and all routine maintenance repairs. Full maintenance does not cover wheels, tires, light bulbs, or repairs that are the result of misuse or abuse.
- **Complete Maintenance:** Covers Full Maintenance and abuse repairs up to a prearranged threshold. This is Crown's most comprehensive planned maintenance program.

**One Source Lift Truck Parts® Program** Keeps your **Mixed Fleet** Moving.

Have a mixed fleet of material handling equipment? Count on Crown to keep your fleet moving.

Our award-winning DP Service Training provides technicians with hands-on lift truck repair experience instead of traditional classroom lectures. The result? Better-trained technicians who fix it right the first time while lowering your operation cost.

Add Crown's One Source program and you'll also receive quality replacement parts for over 50 brands of material handling equipment. Crown uses the same expertise when selecting and offering other lift truck replacement parts as we do with our own Crown Integrity Parts. Call your local branch or dealer for details.

**Crown Insite™ Productivity Suite** Delivers a **Global Perspective.**

Crown Insite is our continuing commitment to help customers make more informed business decisions, lower costs and improve efficiency — now and into the future.

Crown Insite is a family of information management solutions that includes Crown InfoLink®, Crown Access 1 2 3® Comprehensive System Control, Crown FleetSTATS® and Crown SureSpec.™

• **Crown InfoLink® Fleet and Operator Management System:**

Crown's InfoLink System helps you save time and money by turning real-time and historic data into organized, prioritized and actionable information. This proactive information can help you stay ahead of common fleet management problems.

• **Crown FleetSTATS®**

FleetSTATS is a simple and efficient fleet maintenance tracking system that accurately captures total maintenance costs for individual trucks and entire fleets over multiple locations. The system collects data consistently through a paperless work-order management system that reduces errors and is easy to manage.

**Contact your local Crown dealer today to find out which programs and products best fit your business needs.**

Experience **Maximum Performance** and **Savings** with the **Crown Integrity Service System.®** **That's Our Promise.**





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Clean Environment. Smart Business.

Printed on elemental chlorine free and sustainably forested paper.

Because Crown is continually improving its products, specifications are subject to change without notice.

Crown, the Crown logo, the color beige, the Momentum symbol, Integrity Parts System, Integrity Parts, Integrity Service System, Integrity Parts and Service, e-GEN, One Source Lift Truck Parts, Demonstrated Performance, Insite, InfoLink, FleetSTATS, Access 1 2 3 and SureSpec, ecologic and the ecologic logo are trademarks of Crown Equipment Corporation.

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