



Success Story

# Huron Tractor Ltd.

July, 2002



## FOCUS: eServices

With five locations in Southern Ontario – Exeter, Blyth, St. Thomas, Thamesford and Arva – Huron Tractor’s highly skilled technicians and parts representatives are backed by the largest inventory of repair parts in Southern Ontario.

As a John Deere dealership specializing in agricultural and lawn grounds care equipment, Huron Tractor promises to deliver the highest-quality products with the best product support to all of their customers. Huron Tractor stands by its mission statement: “Working harder to serve you” – the customer.

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Success Story *(Continued)*

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## Challenge

To stay one step ahead of its competitors, Huron Tractor wanted to be able to offer customers more value for the products they purchase. To achieve this, Huron Tractor wanted to add an application that was convenient for the customer to use day or night and help customers be more active with their account information. Huron Tractor needed an application that would be an extension of their own web site, [www.hurontractor.com](http://www.hurontractor.com), where customers could perform ebusiness transactions on their own time. This self-serve online application would allow customers to manage account and equipment information 24 hours a day, 7 days a week, without having to visit the dealership in person if this was not convenient.

## Solution

To help provide customers the kind of shopping experience they wanted, Huron Tractor selected PFW's eServices. Completely integrated with the PFW Dealership Management System, eServices provided Huron Tractor the competitive edge against dealerships whose business system does not offer e-business applications to their customers. eServices allows Huron Tractor to list "Huron Tractor's eServices" on their web site. By clicking the eServices logo on the web site, customers sign in and enjoy the freedom of accessing their account when it is convenient for them. Customers can maintain their information, view details of outstanding balances, view information about equipment they own or even view parts, service and equipment quotes. Customers can also schedule service for equipment they own, view purchase history and print out invoices.

*"It is important to offer customers an opportunity to look after their account information so they may better manage their costs," John Rudderham of Huron Tractor said. "When we offer this service and hold ourselves accountable with readily available information, this builds trust, and in the long run, more business."*

## Impact

Huron Tractor's eServices has received a very positive response from customers. Launched in November 2001, Huron Tractor now has 169 registered users. One customer commented, *"With this information why would I buy from anyone else?"* Parts orders through Huron Tractor's eServices have been steady, to date generating over \$200,000. John Rudderham says, *"e-ordering is a big time saver for those customers who know what they want. There are immediate savings in time management for customers that are required to generate a Purchase Order to purchase from us as there is no need for a phone call for pricing and availability. eServices does it all."*

Customers understand that (with hectic life-styles) eServices is not only practical but also necessary to help a business run smoothly. A customer commented to Huron Tractor, *"With a busy planting and harvest season I can concentrate on farming and then review my costs later. Because Huron Tractor is providing this information, I have confidence that I can review details easily in the off-season and have any errors fixed."*