

# Concept.

## Business Case Study.



### About

Hyster-Yale Materials Handling, Inc. is a leading, globally integrated, full-line lift truck manufacturer offering a broad array of solutions aimed at meeting the specific materials handling needs of customers' applications, serving the industry for over 90 years. Hyster-Yale has 19 manufacturing operations in 12 countries.

### Project Details

Project Length  
2014 - 2020

Services Utilized  
Inbound Lead Management

### Partnership Highlights

- ✓ 20 lease expiration surveys per month
- ✓ 50+ lead follow-ups converted to customers for inbound & trade shows
- ✓ 350 leads per month of data profiling and fleet size identification
- ✓ Average of 20 leads per month per level FTE

## Challenges & Solutions

Hyster-Yale was looking to increase its market share across the United States but was unable to do so due to the lack of visibility into their sales and account activity. Hyster-Yale utilized Concept's services, processes, and technology to grow their market share and assist its dealers in their respective markets.

1

### Customer Satisfaction Surveys

Concept partnered with Hyster-Yale to develop an outbound calling campaign that was designed to capture a larger percentage of survey feedback. Obtaining this information allowed Hyster-Yale to make more informed decisions on improvements and customer experience moving forward.

2

### Inbound Website Lead Management

Concept developed and improved a strategic inbound lead follow-up process that better qualified and nurtured incoming leads. Implementing this strategy helped improve response times and prospective customers, along with improving the delivery and quality of leads to their dealer network.

3

### Expiring Lease Management

Concept developed and executed a process that leveraged upcoming lease expiration contracts. By doing so, we were able to get Hyster-Yale in front of the decision makers of these expiring leases agreements and determine whether the prospect intended to end their lease, extend their lease, or be interested in getting a new lease.

4

### Data Profiling and Fleet Size Identification

Concept worked with Hyster-Yale to develop a more targeted marketing outreach strategy. One of the biggest drivers was a better understanding of who the key decision maker was and the fleet makeup. The strategy put in place helped gain a better understanding of the fleet to fuel future marketing outreach efforts.

