EXPERIENCE A HIGHER STANDARD
Are your trucks back on the road in a timely manner?

How is the communication?

How consistent is the service?

Is the technician a trained professional?

Is the issue fixed correctly the first time?

Do you get your money’s worth?
THE NEED FOR ELITE SUPPORT

ELITE SUPPORT NETWORK
EST. 2009
WHAT IS ELITE SUPPORT?

Freightliner® and Western Star® dealerships earning the Elite Support certification deliver unmatched customer service and efficiency every time a truck comes in for maintenance or repair.
## Elite Support Criteria Areas

| 2. Hours of Operation         | 12. Back Counter Parts Availability |
| 3. Cleanliness                | 13. 5S (Safety and Standardization Method) |
| 5. Retail Parts Display       | 15. Customer Surveys           |
| 7. Web Site                   | 17. Continuous Improvement Coordinator |
| 10. Express Assessment Tracking and Reporting | 20. Truck Sales Delivery |
ELITE SUPPORT CRITERIA AREAS

1. Customer Amenities
2. Hours of Operation
3. Cleanliness
4. Customer Parking
5. Retail Parts Display
6. Signage
7. Web Site
8. Greeting and Customer Acknowledgement
9. Express Assessment
10. Express Assessment Tracking and Reporting
11. Customer Updates
12. Back Counter Parts Availability
13. 5S (Safety and Standardization Method)
14. Quality / Comebacks
15. Customer Surveys
16. Training
17. Continuous Improvement Coordinator
18. Change Management Team
19. Employee Appearance
20. Truck Sales Delivery
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CUSTOMER CONCERN: COST

MICHAEL MOST

Michael Most Trucking, Inc., President
THE ELITE SUPPORT DIFFERENCE: BETTER VALUE

• Highly trained technicians
• Investment in facilities and equipment
• Superior support from Freightliner and Western Star
CUSTOMER CONCERN: DOWNTIME

ALFREDO OCHOA
T.M.T. Industries, Shop Foreman
Express Assessment

- Our commitment to provide a preliminary diagnosis and communication to the customer within two hours of arrival
- Accurate and timely communication
Mission Critical

- A data-driven stocking program that analyzes parts usage for each location to more effectively make parts available when customers need them
- Reduces downtime spent waiting for part

THE ELITE SUPPORT DIFFERENCE: FAST TURNAROUND

NATIONWIDE PARTSDemand

MISSION CRITICAL STOCKING LIST

- Customized by location
  - List Sent to Dealer
  - Order Placed
  - Repeated every 6 months

• PARTS THAT CAUSE DOWNTIME
• PARTS INSTALLED IN <4 HOURS
• PARTS THAT AFFECT 50+ VINS
Efficient technician work stations
• Faster turnaround times
• Less time looking for tools
• Safer for personnel and vehicles

THE ELITE SUPPORT DIFFERENCE: FAST TURNAROUND

5S PROCESS

STEP 1: SORT
STEP 2: SET IN ORDER
STEP 3: SHINE
STEP 4: STANDARDIZE
STEP 5: SUSTAIN
CUSTOMER CONCERN: POOR QUALITY

DAVID AKINS
Freightliner of Arizona - Tolleson, Training & Safety Manager
THE ELITE SUPPORT DIFFERENCE: SUPERIOR EXPERTISE

Formal training process keeps every tech up to date
CUSTOMER CONCERN: ABANDONMENT

ANDY ROTH
Dedicated Delivery Professionals, Inc., Co-Owner
Elite Support Certification requires a commitment to Continuous Improvement

- Every dealership employs a Continuous Improvement Coordinator focused on improving how each location operates
CUSTOMER CONCERN: CONSISTENCY

JOHN TAYLOR
Watkins & Shepard, Terminal Manager
### The 9 Lean Principles

<table>
<thead>
<tr>
<th></th>
<th>Principle</th>
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<th>Principle</th>
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<th>Principle</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Take the long view — invest in tomorrow’s profits today.</td>
<td>2</td>
<td>Go and see.</td>
<td>3</td>
<td>Imagine you were your customer.</td>
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<tr>
<td>4</td>
<td>Only empowered people produce powerful performance.</td>
<td>5</td>
<td>Share openly and borrow proudly.</td>
<td>6</td>
<td>Choose the process focus.</td>
</tr>
<tr>
<td>7</td>
<td>Learn quickly from triumphs and from tragedies.</td>
<td>8</td>
<td>Respect, support and challenge your partners and suppliers.</td>
<td>9</td>
<td>Keep it simple!</td>
</tr>
</tbody>
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Dealerships identify and initiate their own Continuous Improvement projects.

### Continuous Improvement Event Summary - Quarterly

<table>
<thead>
<tr>
<th>Date Completed</th>
<th>Dealership Code</th>
<th>Team Lead</th>
<th>Team Members</th>
<th>Event Name</th>
<th>Problem Statement</th>
<th>Goal Statement</th>
<th>Root Causes</th>
<th>Corrective Actions</th>
<th>Verification of Corrective Actions</th>
</tr>
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<tbody>
<tr>
<td>Mar 28, 2014</td>
<td></td>
<td></td>
<td></td>
<td>Foreman Repair Order Process</td>
<td>Our shop is large enough that multiple foremen are needed to help organize and manage the repair process. Currently, customer communication and updates are handled on an as needed basis.</td>
<td>Our goal is to improve customer communication by creating a systematic way to organize and track customer communication. At a minimum, we want every customer to be called at a minimum once per day.</td>
<td>On average, our facility has around 75-100 open repair orders at a time. Without a formal way to organize and manage customer communication, customer were not always being updated. All customer communication is handled through the foreman's office through 3 days shift foreman. It is important that this communication be efficient because if every phone call lasts 15 minutes, that means the entire shift of all foremen and fitted with time for nothing else but customer updates.</td>
<td>We organized the communication to regular intervals. One foreman is responsible for dispatching work, one for estimates, and one for closing repair orders. During each major stage, the customer is updated.</td>
<td>A communication board is hung in the foreman's office. As each repair enters the shop, the updates are divided between the 3 foremen. It serves as a visual reminder of who needs to be updated and the status of the repair underway.</td>
</tr>
</tbody>
</table>

### Estimated Benefit to Dealership (Value Add) vs. Estimated Benefit to Customer

- **Estimated Benefit to Dealership (Value Add):** $11,520.00
- **Customer Satisfaction And Feedback Observed:**
  - The communication board has helped with the transition between day and night shifts. The visual indicators serve as reminders of customers that still need to be updated.
  - The time saving is estimated at 20 minutes per foreman per day.
  - It is always appreciated when customer's comment at the end of the repair how good our communication was during the repair process.
THE ELITE SUPPORT DIFFERENCE: CONTINUOUS IMPROVEMENT

Customer surveys are required and suggestions are often implemented.

Elite Support dealers are recertified annually to ensure a consistent experience across the network.

Spot checks throughout the year ensure quality.
179 CERTIFIED DEALERS  91 Dealers in Process
WHAT OUR CUSTOMERS ARE SAYING

THOMAS HOWARD

Accord Transportation, Inc., Regional Manager
THANK YOU

To Experience a Higher Standard, visit EliteSupportNetwork.com