



Experience Cloud Solution Delivers Customer Self-Service Repair Scheduling

Like many companies, Towlift (towlift.com), a Cleveland-based forklift dealer with five locations, wrestled with managing assets in the field. And, like more and more companies are doing, Towlift looked for a Salesforce solution that would eliminate the need for a phone-and-email appointment process.

Challenge

A longtime ForeFront customer with a growing Salesforce footprint, Towlift needed an automated solution that offered customers self-service appointment-setting for repair service and preventative maintenance.

Solution

The answer was Fleet360, a web and mobile application utilizing **Salesforce Experience Cloud** and **Salesforce Appointment Assistant**. It is believed to be the only self-service scheduling application in the materials handling equipment industry.

The application also gives customers the ability to see all their Towlift equipment, and view complete service history, work order history, warranty details, maintenance plans and key contacts – essentially all the information they need to intelligently manage their equipment.

Results

Fleet360 went live in April 2022, and Towlift now is in the process of onboarding customers. Already, the bottom-line benefits are obvious: the elimination of manual scheduling/confirmation/changes and the person-hours it required, a reduction in service costs overall, and a more efficient and modern service appointment process.

Forklift dealer optimizes service appointment process, improves field service and reduces costs



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