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all it takes!

Press release

Wacker Neuson gets down to the business of customer service excellence

With the recent appointment of a new National Service Manager and the creation of a new Spare Parts Team Leader position, the expansion of its dealer footprint with professional training support, the appointment of a Service Agent and the extension of its service fleet, Wacker Neuson means business when it comes to customer service excellence.

“Our new National Service Manager, Lionel Hearne, is no stranger to Wacker Neuson. Having managed our Cape Town service department where he successfully implemented a number of processes and procedures, Lionel brings invaluable experience to the Wacker Neuson service table,” affirms Dennis Vietze, Managing Director of Wacker Neuson Sub-Saharan Africa.

In August this year, Jacques Carelse took up the reigns as Spare Parts Team Leader bringing with him a wealth of knowledge on after-sales service in the LE (Light Equipment) and CE (Compact Equipment) industry. Wacker Neuson also appointed a new Warehouse Manager, Malan Fourie, who is responsible for Supply Chain Management.

Wacker Neuson’s state-of-the-art workshop takes care of all types of service repairs on Wacker Neuson Le and CE. The company has also increased its service fleet with a service vehicle in Gauteng, covering surrounding provinces and one in Kwazulu-Natal and the Western Cape. In addition to fast-moving parts, all three service vehicles are fully equipped with all the necessary tooling and diagnostic tools.

This year has also seen Wacker Neuson signing a non-exclusive Service Partnership agreement with Craig’s Repairs & Technical Services (CRTS). CRTS will be included in the repair, service, maintenance and support of certain customers to ensure smooth on-site service and repair of Wacker Neuson machines. CRTS also carries stock of certain fast moving items.

“To achieve our endeavour to have on-site breakdowns repaired within 24 hours, our strategy is three-tiered encompassing our field service technicians, our service fleet as well as our dealer network,” continues Dennis. “Our dealers are our primary route to market; located close to our customers they are equipped to rapidly deliver machines, equipment, parts, spares and after-sales service across the southern African region.”



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“We have therefore toiled hard over the past three years in establishing a solid dealer network and we continue to build on this foundation by further expanding our dealer footprint.” Dennis adds that customers can call their after-hours standby number for assistance with emergencies.

Professional training is fundamental to being a successful Wacker Neuson dealer, ensuring that they are well equipped to take care of all servicing needs in the various regions. Training is equally important for Wacker Neuson employees who are continuously being motivated to grow and develop. Employees as well as dealers can expand their knowledge base by participating in an online training system comprising a variety of free courses presented by the Wacker Neuson University.

“We are in the midst of streamlining processes in line with all the positive and exciting changes that are taking place at Wacker Neuson,” says Dennis. “We therefore welcome any recommendations, compliments or complaints to reach us via email on info.johannesburg@wackerneuson.com.”

“We understand the urgency of our customers and pride ourselves on being a customer-centric company and we simply cannot afford to get stuck in a comfort zone. We have to persistently improve and grow and most importantly, constantly listen to the needs of our customers to ensure our position as a preferred supplier of genuine parts,” concludes Dennis.

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About the Wacker Neuson Group

The Wacker Neuson Group is an international family of companies and a leading manufacturer of light and compact equipment with over 50 affiliates and 150 sales and service stations. The Group offers its customers a broad portfolio of products, a wide range of services and an efficient spare parts service. The product brands Wacker Neuson, Kramer and Weidemann belong to the Wacker Neuson Group. Wacker Neuson is the partner of choice among professional users in construction, gardening, landscaping and agriculture, among municipal bodies and recycling companies as well as rail transport and industrial enterprises. In 2019, the Group achieved revenue of EUR 1.9 billion, employing more than 5,500 people worldwide. Wacker Neuson SE shares are listed on the regulated Prime Standard segment of the Frankfurt Stock Exchange (ISIN: DE000WACK012, WKN: WACK01) and the SDAX index of the German stock exchange.

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