

Paladin Breaks New Ground in Technical Support

Seeking Change in a Traditional Industry

Paladin Attachments is a group of U.S.-based manufacturing companies that build heavy-duty machines for construction, agriculture, mining and related industries.

Before David Garmenn arrived at Paladin in 2013 as the new Parts Manager, owners and dealers of Paladin tools had few options when they needed OEM parts to repair and maintain their machines.

While the parent company had spent considerable resources converting manuals into online PDF documents, one major bottleneck remained: Equipment owners and dealers had to call in to order parts and consumables from customer service representatives.

Pain Caused by an Outdated Publishing Process

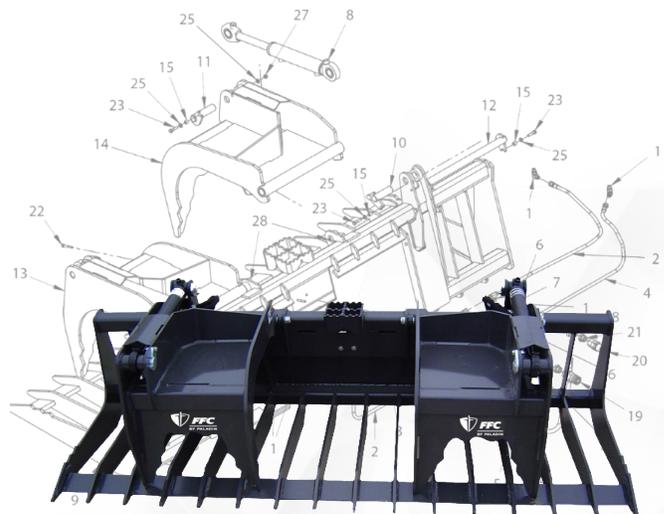
At that point in time, assembly diagrams and part lists were incorporated into Paladin machines' operator manuals, which were printed and shipped along with the products they supported. The company also used an outside service provider to create catalogs of Paladin tools and attachments for dealers.

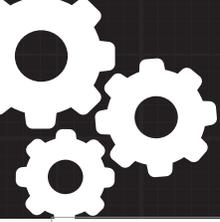
"We had a PDF catalog with an 800 number," recalls Dave. "However, those PDF catalogs that we called 'price books' contained whole goods [i.e., attachments]. There were some

parts scattered within the price books, but we didn't publish separate catalogs for parts only in any format. Our owners could only look up parts in the hard copy manuals packaged with their attachments."

In this environment, customers were required to pick up the phone for even the simplest parts orders. Due to the manual nature of the publishing process, books were not regularly updated or maintained, so part supersessions were rarely captured or identified. Defining and ordering the right parts took a lot of interaction with the customer service reps.

Updates to these critical support documents could take anywhere from 4-12 hours, or weeks to create a new parts manual. In cases where revisions caused a PDF page to run over to the next page, the entire manual from that point

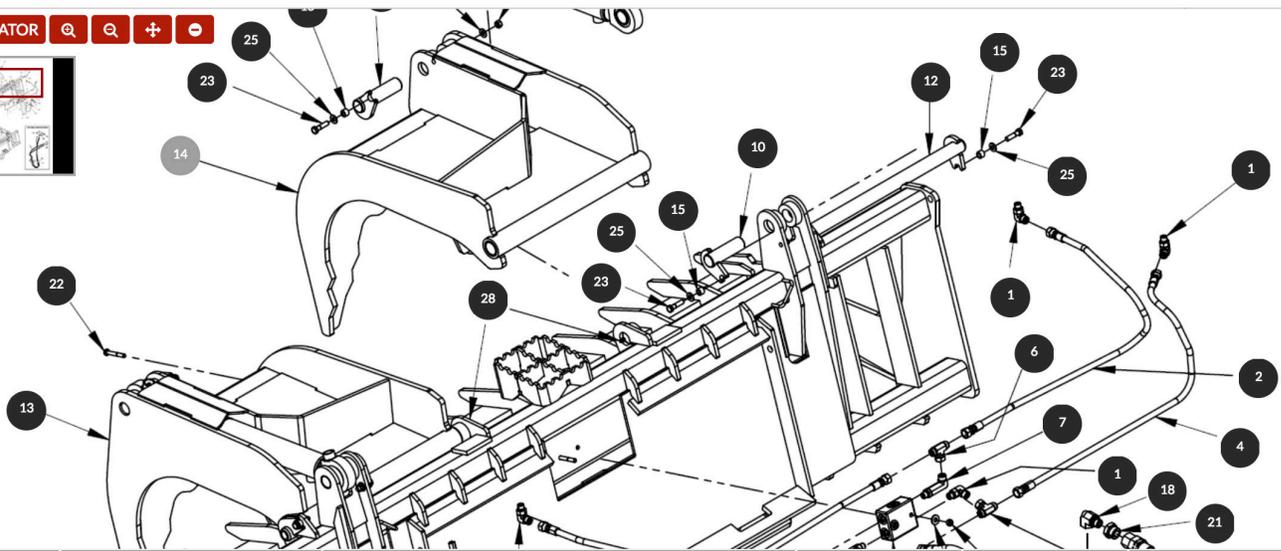




Search for anything...



NAVIGATOR



#	Identifier	Name	Quantity	Retail Price
11	13-52370	Pivot Pin 4.47"	2 EA	\$48.37
12	13-52371	Pivot Pin 23.19"	2 EA	\$56.00
13	13-52378	Utility Grapple - Left	1 EA	\$665.00
14	13-52379	Utility Grapple - Right	1 EA	\$600.60
15	81595	Spacer Tube .62" X .38" X .44"	6 EA	\$2.82
16	88536	Check Valve	1 EA	\$206.00
17	34114	Hose Guard 5"	2 EA	\$13.95

Paladin uses Documoto to give machine owners and dealers exceptional insight into their products

forward had to be re-formatted to accommodate this change.

When Garmenn was hired as aftermarket parts manager, one of his main objectives was to modernize Paladin's aftermarket sales and develop a better way of doing business online. Shortly after starting in this role at Paladin, he began evaluating off-the-shelf options for digital parts catalogs and B2B eCommerce.

Garmenn wanted to improve customer experience in the areas of parts lookup and self-service ordering, while also giving Paladin the capability to publish highly accurate documents that could be updated internally rather than rely on an outside provider.

Paladin's aftermarket team eventually decided on Digabit's Documoto as the backbone of a digital strategy aimed at improving part sales and customer support.

Support Portal Puts Customers First

Through their Documoto-based portal, Paladin now offers public access to over 800 media items including parts books, operator's manuals and other technical support materials for nine Paladin brands including Bradco, C&P, FFC, Harley, JRB, Kodiak, McMillen, Paladin and Sweepster. Equipment owners and Paladin dealers can find comprehensive technical support without calling for assistance.

Paladin's choice to open their support portal to public guest access has proven to be a powerful marketing tool. As Garmenn says, "There is no better advertising than putting it out there in front of them. It doesn't get any better than that. [The Documoto] system is the best sales tool in the world, to let them (dealers and equipment owners) see what they're missing."



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All Paladin dealers now use Documoto as their primary parts lookup tool. Several of the largest dealers have Documoto Storefront enabled so they can order directly from the portal, and this capability will soon roll out to the entire dealer network. Both dealers and internal employees enjoy the interactive illustrations and search functions as a vast improvement over unstructured PDFs with limited searchability.

Call volume related to technical support and parts orders has decreased. Large dealers using Documoto Storefront's shopping cart have reduced calls to 10% of previous levels. Service reps still take phone orders, but better accuracy means fewer returns and greater customer satisfaction.

Part supersession now takes 1-2 minutes to edit and propagate new information to all relevant parts books that contain a revised part. On the parts catalog creation side, the 4-8 hours of labor it previously took to create a PDF is down to 45 min - 1.5 hours.

The Final Word

Garmenn stresses one major point: "Time saved updating manuals and the ability to properly address part supersession alone is worth the price of Documoto for Paladin. Only having to touch a part number once is a huge time savings that's hard to articulate if you haven't experienced it. The savings in man hours and cost for just those two items alone, forget the part



sales, from the business side of something paying for itself, those two items take care of everything. The icing on the cake is the customer experience and the ease of doing business with customers. It's a huge win."

About Documoto

Documoto is a cloud-based SaaS platform that modernizes parts catalog authoring and aftermarket sales for equipment manufacturers. Documoto Cloud Storefront and Cloud Library ensure fast and accurate online parts ordering for dealers, service technicians and equipment owners.

Interested in Learning More?

Visit us at Digabit.com or call 303-957-2822