



## MobiWork Solves Asset Management for ForkLiftsNow

ForkLiftsNow, based in Cleveland, Ohio, was founded by industry savvy leaders that knew business could be done better based on their expertise in material handling and solving service inventory issues. ForkLiftsNow sell, service, and rent various forklift equipment to businesses around the country at a competitive price. Every piece of equipment is inspected, tested, and calibrated to work at its highest capability. ForkLiftsNow stands out amongst competitors because they offer the fastest equipment service, are upfront with their service costs, and never charge for diagnostics or travel time. Patrick White, the President of ForkLiftsNow, wanted to quickly implement one solution to streamline his business operations so ForkLiftsNow will easily scale and swiftly transform into a franchise nationwide.

***“MobiWork has been invaluable to optimize the usage, uptime and inventory of our assets. I am confident that MobiWork will enable ForkLiftsNow to become a leading franchise in the near future.” – Patrick White, President of ForkLiftsNow***

**Industry:**

Industrial and Construction Equipment

**Regions:**

North America

**Key facts:**

- Provide > 1-hour servicing
- Service over 300 assets

**Headquarters:**

Cleveland, Ohio

**Website:**

ForkLiftsNow.com

## Key Challenges: Streamlining Work Orders & Customer Management

ForkLiftsNow was struggling with providing customers with PDF's, reports, invoicing in the field, and managing assets in an easy manner. Excessive admin time was spent creating, scheduling, and dispatching work orders. Capturing and recording data in the field in real-time was a necessary requirement for President of ForkLiftsNow, Patrick White, as he knew it would be time and cost prohibitive to send technicians in the field to record data by hand and wait for them to drive

and return papers back in the office, causing additional expenses, delays, and potential errors. The administration team was using four different softwares to manage everything and really wanted an all-in-one solution that could manage and streamline the scheduling, invoicing, work orders, asset inventory, and preferably customer user-friendly.

Most business owners are aware of the detrimental costs in printing, paper, and data entry administration. It was taking ForkLiftsNow valuable time in the field to record and enter information by hand, as paper records were lost or incorrect information was recorded. In addition, they wanted a mobile solution where technicians could invoice right from a tablet device, and order special parts right in front of the customer, giving customers an all-around better service experience. ForkLiftsNow wanted to provide full transparency, 24/7 access for customers to login, and an easy interface to view their asset information, service history, upcoming maintenance, and invoices.

Another important requirement was the option to implement their unique forms and specifications, and the ability to brand their app and web portal so that they could push a franchise model. Patrick White wanted an immediate and powerful mobile solution that would allow his business to hit the ground running and begin to grow.

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## Results: Successful Operations & Substantial Growth

ForkLiftsNow is exponentially growing and will expand to large-scale operations. MobiWork has helped ForkLiftsNow streamline all of their operations and provide instant servicing to make sure that scheduling, dispatching, and work orders are operating at maximum efficiency. All of their internal and customer information is managed in one sophisticated database and communicated in real-time. Management loves that they can track any asset from any device, which allows for quick incident management and analysis of the root causes.

The customer portal has allowed for transparency and increased customer satisfaction. MobiWork was able to implement a user-friendly customer portal for ForkLiftsNow, which enabled customers to login and be exposed to all their information including reports, full asset information, and maintenance history. Invoice processes have been automated, and process times went from weeks to minutes. ForkLiftsNow customers love that they can see their invoice instantly.

A great advantage has been the ability to automate and manage their operations. For example, calculations are automatically performed when entered by technicians, which has allowed for decreased errors and time for data entry and analysis. Patrick White stated, **“MobiWork gives us the computation power to run inventory reports in minutes, whereas before it would take weeks and a small army to complete the regulatory reporting process”**.

Patrick White also stated, **“MobiWork is able to deliver both simplicity and strength to customers in the form of instant value, user-friendly functionality, feature-rich capabilities and innovation”**. On the PDF's and electronic forms, Patrick White was thrilled MobiWork could provide semi-private labeling for their business brand, as his business is franchise bound. ForkLiftsNow started with MobiWork software and is beyond excited that they continue to grow into a franchise model premiering MobiWork as its foundation for streamlining and managing all of their valuable assets. White said, **“MobiWork is one of those rare companies that will not merely satisfy the field service market but will grow it. There will be more endless options for scalability, with real-time visibility.”**