



Southern States  
**TOYOTALIFT**  
MATERIAL HANDLING SOLUTIONS • SINCE 1952

## Southern States Toyotalift

Increasing revenue by \$350k/month with Resco mobile solutions

Customer

[Southern States Toyotalift](#)

Implementation partner

[Higgins One](#)

Industry

[Manufacturing](#)

Organization size

[8000+ employees](#)

Headquarters

[Columbus, Indiana, U.S.](#)

Solution

[Resco Mobile Sales](#)

[Resco Inspection](#)

Key benefits

- **Streamlining a half-hour operation into 4 minutes**
- **Increasing the revenue by 350K/month**
- **Standardized data collection**

### About Southern States Toyotalift

Southern States Toyotalift is the full-service manufacturer and distributor of high-quality forklifts, reach trucks, order pickers, pallet jacks, container handlers, and more. As the company's sales process still heavily depends on the on-site offline sales, they implemented Resco Mobile Sales on top of Microsoft Dynamics CRM a few years ago. The solution helped the sales department to take the advantages of their CRM on the road and work with essential information even in offline scenarios.

After the first successful integration of mobility into their sales operations, managers started to look for something that would also digitize on-site surveys and questionnaires. They wanted to further streamline order management in the field and eliminate the need for pen and paper.

To solve that, Southern States Toyotalift adopted Resco Inspections. Once combined with Resco Mobile Sales and Microsoft Dynamics CRM, the company saw a 45% process efficiency increase and \$350k monthly revenue increase. The Resco solutions also helped them to standardize data collection and its format – resulting in optimized workflows, lower costs, and improved adoption of digital technology across the company.

## Business Challenge

Southern States Toyotalift operates for more than 50 years on the North American market and has manufactured over 600,000 forklifts on U.S. soil. The company has built its reputation on quality, durability, and reliability of its products. However, the success of Southern States Toyotalift also comes with one specific for the internet era. As Toyota's Corporate Marketing Manager Jason Johnson explained during his resco.next 2019 session, their sales still heavily depend on on-site offline sales.

*“What was happening was, we would have a salesperson who goes out to the customer number one. They take pictures of the equipment. They're writing down notes because*

*they don't want to fire up their laptop to be able to utilize the Excel spreadsheet in front of the customer.*

*They do five, six, seven, eight, nine of those. And at the end of the day, they come home, they plug in their phone to their computer, they have to take the photos, sort the photos out, copy and paste them into an Excel spreadsheet. Then go back to their notes, type in the details of the forklift into the Excel spreadsheet, and then email that to the wholesale manager. The manager would then take that, pull a couple of photos out, post that to the wholesale auction network, and try to sell.”*

**Jason Johnson, Corporate Marketing Manager at Southern States Toyotalift.**

This has turned into a growing problem over time as the company had to manage thick folders of sheets for every order. The process was ineffective for time management and administration of data, resulting in wasting work time and money on laborious digitization. And so, Southern States Toyotalift started to look for a more practical solution.

*“For us, the offline capability was a non-negotiable. I needed a solution that could go cross-platform. It had to be able to deploy in the iOS environment, Android environment,*



*and Microsoft Surface, which is what our field sales staff utilizes.”*

## Solution

Initially, the management decided to develop an in-house app that would streamline data collection. But after a long development period and tens of thousands of dollars spent, they found themselves at square one. The project was heading to a dead-end without a reliable solution in sight. Fortunately, the team also worked on a backup plan simultaneously.

Jason led the talks with Resco and Higgins One on possible solutions. The partnership was built on strong foundations as the team at Higgins One already successfully implemented Resco Mobile Sales for Dynamics at Southern States Toyotalift. The sales department utilizes it to work with their Microsoft Dynamics CRM data on the road and in offline scenarios.

*“We had this conversation with Jason before, that why don’t we just build this application from scratch? A mobile app, right? And for us, it’s always about time and cost. Because sure, you could do that, and you could design it and build it from whatever your creativity and imagination could come up with, but come back and see me in a year or two, and it’d be very expensive. So that’s where Resco is a partner to us that sets themselves apart even from Microsoft,”*

**explained Jeremy Higgins, owner and CEO at Higgins One.**

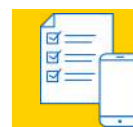
First talks have been initiated during the resco. next conference in Prague in 2018. There, the idea of Resco Inspections, further extending the company’s Microsoft Dynamics CRM, started to take shape. With the support of Resco experts and Resco implementation partner, Higgins One, Jason and his colleagues have begun to evaluate the solution.

After just a few weeks from the first talks, the Southern States Toyotalift team started to use Resco Inspections during their on-site customer and prospect visits.

*“We chose Resco around three core components: mobility, stability, and flexibility. We started off with Resco “of the shelf” and then went to the subscriber version where we began the customization – and that was really critical. We have a number of processes which are unique to us, and we have to work through those. With Resco, I was able to see that we had the capability of going there”*

**Jason reveals.**

## Benefits



### **Streamlining a half-hour operation into 4 minutes**

Implementing a new mobile solution into their workflow, they were able to add information from their contacts directly via digital forms. As Jason explains, the sales reps now visit dealers and put data into the system with phones or tablets immediately as they are going through the walk-around of their units.



*"It created an efficiency for us that took what was often a 30 minute to an hour-long process down to about four minutes per form,"*

**Jason Johnson explained during his presentation at resco.next conference.**



### **Increasing the revenue by 350K/month**

With Resco Inspections, the sales reps can take photos of vehicles that are synced to Dynamics and available to the back-office team. Furthermore, after filling out the survey, they export two PDF documents, which are both automatically sent to the wholesale manager. The report, which has no customer information and is branded by Southern States Toyotalift, is also sent to an auction network where the company can get live bids on it in no extra time.

*"And that's where we saw this increase in revenue because both the salesperson and the wholesale manager have been able to move more efficiently. We're able to meet the market with information in a speed that just wasn't even real for us before. So, that's where it accelerated our sales velocity rapidly,"*

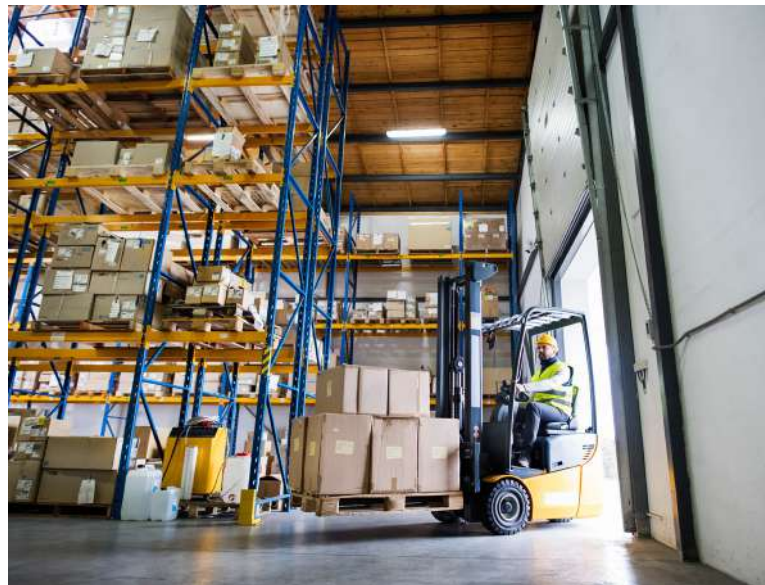
**Jason added.**



### **Standardized data collection**

Resco Inspections also helped Toyota to standardize data collection and its format – resulting in optimized workflows, lower costs, and improved adoption of digital technology across the company.

**Heather Oulton, Health and Safety Manager, Stony Valley Contracting**



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