

PHOTO: LINDSEY PETTYJOHN



feels fortunate to be a Massey Ferguson/AGCO dealer. “The equipment is a good fit for us and our customers,” he says, “and we get terrific support from [AGCO] Parts. They’ve helped us tremendously in providing the service our customers need, and that [support] is only getting better, more sophisticated.

“I don’t think we can underplay the critical nature of what they’ve done,” Bookmiller continues, speaking in particular of AGCO’s efforts to improve the availability and/or the quick delivery of parts. “Historically speaking, the way to build a parts inventory model was to measure demand after it’s happened. But by having a method in place that relies more on forecasting, you’re more likely to have the support ready before that demand happens.

“All in all, it’s helping us be more proactive in having parts in place before the need arrives, and that helps maximize customer uptime.”

That’s the bottom line, says, Jennifer McMahan, director of customer experience for AGCO Parts. “Our whole goal is to maximize uptime and continuously improve how we do business, how we help our dealers help our customers.”

McMahan runs through a list of new service-enhancing programs the AGCO Parts team has

recently developed: extended service hours; 24/7 on-call support; PM360, a new year-long preventative maintenance program; a reconfigured and easier-to-use online parts book; enhancements to strategically placed distribution centers; and the enhanced parts forecasting system that Bookmiller mentions.

The improvements haven’t gone unnoticed. According to the 2012 Heavy Equipment Parts Manager Satisfaction Survey by Carlisle & Company, AGCO Parts noted positive results in order processing, parts delivery, phone ordering and technical support, as well as improved satisfaction with parts representatives and marketing support. Reflecting that same sentiment, the North American Service-Parts Conference recently recognized AGCO Parts for its service, quality and safety.

Joe DiPietro, AGCO Parts’ supply chain director, says such recognition from people in the business, especially those on the front lines of keeping customers’ equipment up and running—the parts managers—is hugely gratifying. Yet, even more important is how these programs affect the customer.

Consider the AGCO Parts Integration (API) program. It, as well as a similar effort to rethink which parts dealerships should stock, have

Number of North American AGCO Parts distribution centers: **8** /// Number of languages in which AGCO Parts book has been translated: **15** **AGCO Parts Online:**

Summer 2012 /// [myFarmLIFE.com](http://myFarmLIFE.com)