



PICKUP Helps Leading Heating & Air Conditioning Manufacturer Improve Speed of Delivery to Top Dealers

With PICKUP, a Heating & Air Conditioning Manufacturer, now provides more value to its dealers through increased speed and efficiency of commercial deliveries.



CASE STUDY

At a Glance

► Challenge

In late 2019, a heating & air conditioning manufacturer found that dealers were experiencing delays in getting deliveries quickly and conveniently to job sites. At the time, dealers had to wait on a routed truck delivery that would arrive only once a day to a shop or warehouse. This meant dealers had to plan their installations around this delivery timeframe—creating unnecessary delays and inefficiencies.

► Solution

A heating & air conditioning manufacturer deployed PICKUP's Fusion Theory POS delivery portal, enabling dealers to work with their technicians to schedule deliveries from the warehouse to each job site, as needed. From there, a fully-vetted fleet of PICKUP Good Guys jumped into action to deliver all materials needed to get the job done. These delivery professionals specialize in the delivery of big, heavy and high value items, including HVAC systems and commercial equipment. The PICKUP Good Guys' proven speed, efficiency, professionalism and communication allowed the heating & air conditioning manufacturer to create a strategic delivery program for its dealer network.

► Benefits

With PICKUP, the heating & air conditioning manufacturer now provides a bigger value-add to its dealers through increased speed and efficiency of deliveries. This in turn resulted in a significant increase in dealer purchases of their systems and equipment. Also, their dealer network can utilize same day and scheduled delivery and installations as a marketing tool to secure additional jobs.

A need for delivery speed

A leading global manufacturer of heating, ventilating and air conditioning systems (HVAC) helps its customers succeed by providing innovative HVAC solutions that optimize indoor environments through a broad portfolio of energy-efficient systems, parts support and advanced controls for homes and commercial buildings.

A core customer segment for the heating & air conditioning manufacturer includes its best-in-class dealer network, an elite group of specialists who provide fast service, custom HVAC installation and expert repair for air conditioners, furnaces, heat pumps and a variety of air quality systems.

Speed is a top priority for the manufacturer's dealer network. The dealer experience team, an internal customer success team, was specifically created to oversee the ongoing needs of dealers. In late 2019, this team analyzed what dealers needed to continue operating at maximum efficiency and found that they needed to improve the speed and convenience of deliveries to job sites.



At the time, dealers had to wait on a routed truck delivery that would arrive only once a day to the dealer's shop or warehouse. Consequently, dealers had to plan their installation solely around this singular delivery timeframe. What's more, a variety of dealers were having their technicians run to and from the job site to the warehouse to pick up the equipment needed to get the job done in a timely manner, taking each technician away from the main role of installation and repairs.

Creating a strategic delivery program with PICKUP

The heating & air conditioning manufacturer sought a delivery solution that would take the hassle out of getting equipment to its dealers. The company wanted a service that would give dealers access to same day and scheduled delivery options to quickly get systems and parts directly to job site locations. This would allow dealers' technicians to focus on installing the equipment rather than running equipment and parts back and forth from the warehouses and job sites. Also, they needed a delivery partner that excelled at delivering big and heavy items.



By implementing PICKUP's **Fusion Theory delivery portal**, the HVAC manufacturer's dealers could get systems and parts directly to their jobsites with same day and scheduled delivery.

In the fall of 2019, the heating & air conditioning manufacturer partnered with PICKUP to deploy Fusion Theory giving them a tech-integrated delivery solution. Fusion Theory provides a co-branded delivery portal for each dealer. Dealers can now work with their

technicians to schedule deliveries from the warehouse to each job site.

Once dealers schedule equipment delivery to the jobsite, the fully vetted fleet of PICKUP Good Guys deliver materials needed to get the job done. These delivery professionals specialize in the delivery of big, heavy and high value items, including HVAC systems and additional commercial equipment. The PICKUP Good Guys' proven speed, efficiency and communication are key features that helped them create a strategic delivery program for its dealer network.

Also coming soon, partners will receive Fusion Blueprint, a secure dashboard portal that provides visibility into delivery performance and real-time views.

Remove friction from the delivery experience

With PICKUP, the heating & air conditioning manufacturer now provides more value to its dealers through increased speed and efficiency of deliveries. This in turn, benefits them by increasing overall dealer YoY spend and maximizing volume to their top customers with faster delivery times. "Dealers can position the benefits of same day and scheduled delivery as a marketing tool to secure additional jobs and increase productivity."

"For top HVAC manufacturers, it's really about speed and trust as primary factors for last mile delivery success, especially in today's environment that continues to see supply chain delays," said Brenda Stoner, CEO and Chief Good Guy, PICKUP. "They were looking for a trusted partner that could help the company provide an even higher level of service to its dealers—and PICKUP delivered."