

The challenges construction equipment dealers face every day

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Managing inventory efficiently

Problem

Construction equipment parts often have long lead times. Many components—like hydraulic pumps, undercarriage parts, and engine assemblies—aren't off-the-shelf products, leading to extended waiting periods.

Poor inventory planning can cause project delays for customers and lost sales for dealers.

Example

A contractor urgently needs a hydraulic pump for a tracked excavator that broke down mid-project. Your dealership doesn't have it in stock, and ordering one means a two-week wait.

The contractor, unable to afford downtime, buys from a competitor who had the part available in a shorter timeframe—resulting in both a lost sale and a lost customer.

2

Delivering a seamless customer experience

Problem

Construction companies often manage multiple active projects and need quick, accurate responses when inquiring about equipment availability, financing, or service options.

If the sales process is slow or disorganized, customers will look elsewhere.

Example

A project manager requests a quote for leasing a fleet of articulated dump trucks.

Your dealership's slow internal processes mean the response takes days, and by the time your team gets back, the customer has already signed a contract with another dealer who provided an instant quote through an online portal.

Problem

Most construction equipment repairs happen in the field rather than at a service center.

Coordinating mobile technicians and ensuring they have the right parts on hand is critical, as project delays caused by breakdowns can cost customers thousands of dollars per day.

Example

A customer reports a bulldozer with a failing hydraulic system at a remote quarry site.

Due to poor scheduling and a lack of real-time tracking, your field service technician arrives without the correct replacement part.

The customer is forced to extend their equipment rental from a competitor, reducing your aftersales revenue and damaging trust in your dealership's service reliability.

4

Lack of real-time insights and AI-powered decision making

Problem

Many construction equipment dealers still rely on manual processes, making it difficult to predict demand, optimize service schedules, or improve parts availability.

Without AI-driven insights, dealerships struggle to proactively address customer needs.

Example

AI-powered analytics could help predict seasonal demand, ensuring proper stock levels before peak construction season.

a It could also optimize field service dispatching by assigning technicians based on proximity and skillset, reducing response times and increasing customer satisfaction.

Without these capabilities, your dealership is always reacting rather than staying ahead.

Do these challenges sound familiar?

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The logo for A365, featuring a large black 'a' followed by '365' in a smaller black font, with a red L-shaped graphic element to the right.

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