

# PowerSource

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## Watson drills deep into IT4 compliance

The secret behind our successful customer service

Recycling grows big and beastly

Cool features of the variable-speed fan



The Techbud head office is located in a modern 1000 m<sup>2</sup> (10,764 sq. ft.) facility built in 2008. The two-story building houses an office with conference hall, exhibition area, warehouse, and workshop.



Mariusz Zieliński, parts marketing manager, John Deere Polska.



Sebastian Mrówczyński, Techbud sales manager.

## Sum it up: added expertise equals more success

When we combine our strengths, we can achieve great things. That's the message from Mariusz Zieliński, John Deere Polska, parts manager, and Sebastian Mrówczyński, John Deere engine sales manager, for Techbud, a John Deere engine distributor, both in Poland. They explain how divisions, engine distributors, and dealers in the agricultural, marine and industrial sectors, can all work towards the same goal: helping end customers improve their productivity and success.

**PowerSource:** Why have John Deere Polska and Techbud created this partnership?

**Mariusz Zieliński:** John Deere Polska is responsible for the Polish agricultural equipment network, while Techbud is a marine and industrial engine distributor. Many of our former customers also own agricultural machinery from other brands or industrial equipment with John Deere engines. By exchanging our agricultural and engine expertise, both John Deere Polska and Techbud can service more customers more efficiently, and as a united front.

**Sebastian Mrówczyński:** It all started a few years ago, when we were having difficulty getting spare parts in a timely way. Sometimes our customers' machines would be idle for two weeks, which of course was unacceptable. We contacted John Deere Polska to see if they could help. They had regular shipments from the warehouse in Germany and a very good relationship with a transport company. So we organized combined shipments. The opportunities grew from there.

**PowerSource:** What does the partnership involve?

**Mariusz Zieliński:** In addition to the supply chain, we now share referrals and technical expertise. In today's economy, equipment owners are postponing new equipment investments. That means more maintenance and repair, and thus spare parts. As many agricultural engine spare parts are identical to industrial parts, Techbud can also turn to us for urgent needs. We keep a considerable stock of the most current spare parts in our warehouse, as do our dealers.

**Sebastian Mrówczyński:** We can also combine our efforts at shows and fairs, like the annual Agricultural Fair in Poznan. Techbud specialists are at hand at the John Deere Polska stand to provide technical insight and advice to existing and prospective customers.

**PowerSource:** How does all this benefit the end customer?

**Sebastian Mrówczyński:** The customer is at the heart of our partnership. Our No. 1 goal is to keep our customers productive by identifying and resolving their problems quickly and to reduce their downtime. By working together, we can service any machine — whether an excavator, a harvester, or a generator.

**PowerSource:** Do you have a structure for working together?

**Sebastian Mrówczyński:** We have a pretty fluid way of working. We simply call each other when we have a customer with a problem that we know our partner can best solve. We both have experienced technicians who can address our customers' various technical challenges.

**Mariusz Zieliński:** It works well, and we have no intention of making the relationship more formal. We're both flexible and responsive, and we've established a feeling of trust. That, of course, is imperative.

**PowerSource:** How does your relationship enhance service and strengthen the John Deere brand?

**Mariusz Zieliński:** We feel our relationship demonstrates how working together helps the customer be more successful. At the same time, it creates new business for John Deere on several levels. And it helps us differentiate ourselves based on our after-sales service and spare parts delivery. A perfect example of how improving our service can strengthen our business and brand.