

What Makes A
Successful Access
Rental Company?

Don Kenny

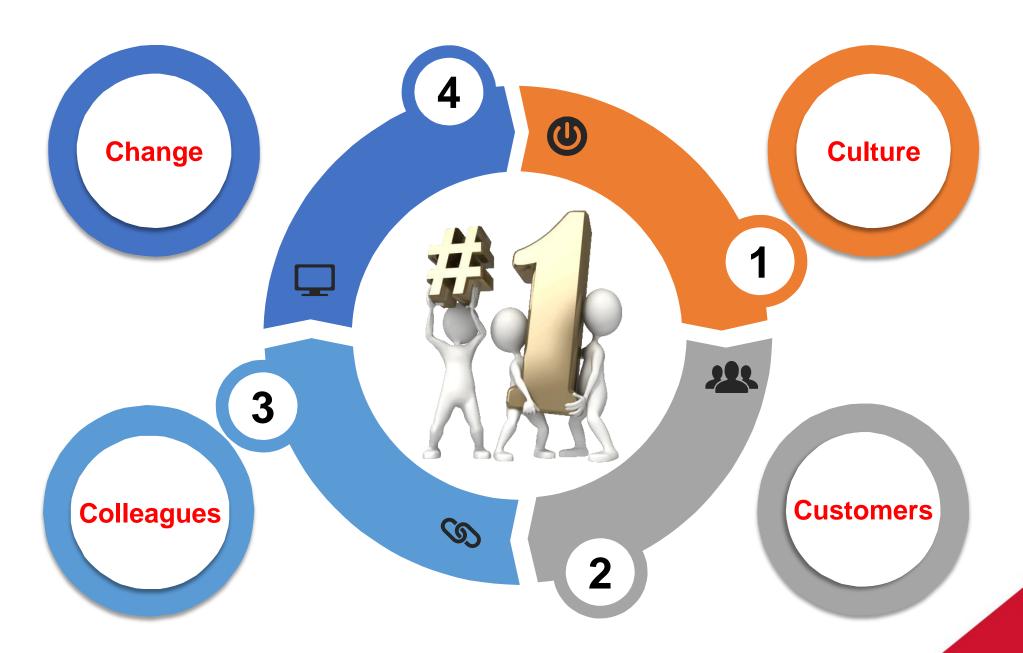
CEO - Loxam Powered Access Division

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The Four C's for Success



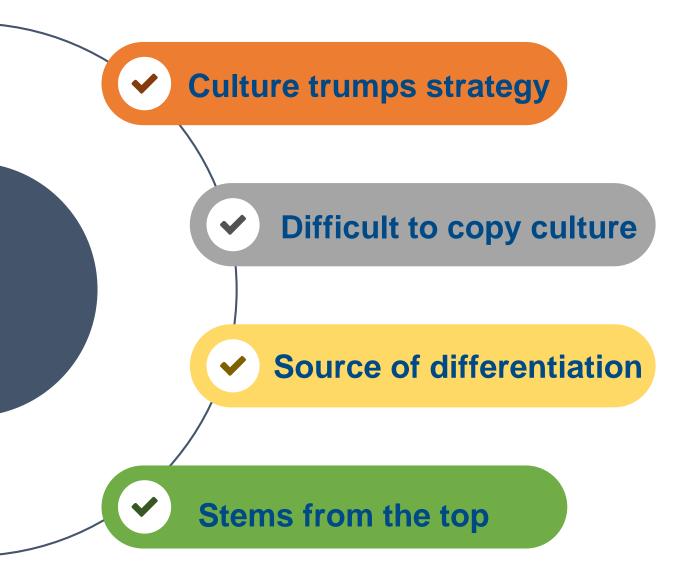






Culture

The Way We Do Things In This Business

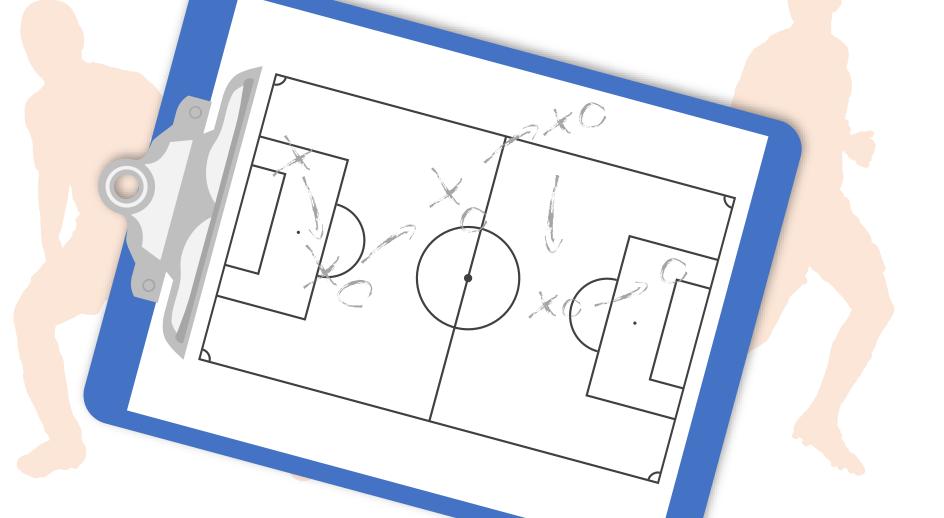






My Philosophy on Winning in Business

The Business Game





Rules of the Game

Objective of the Game

Deliver Shareholder Value - EBITDA

Benefits of Playing?

Job Satisfaction, Motivated Team, Career Growth





All Decisions in Best Interest of the Business

2 A Team Game

3 NO Politics

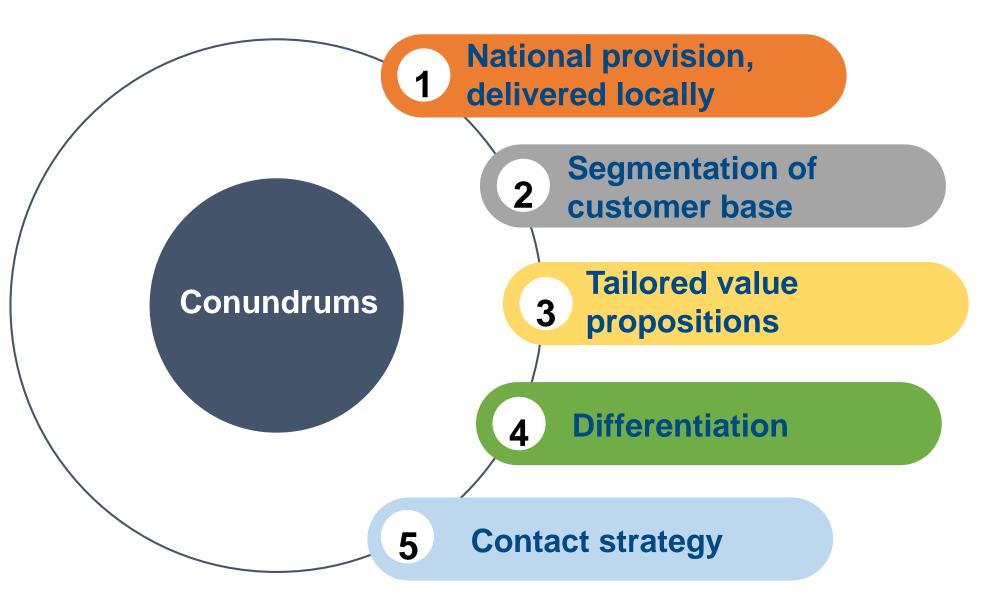
Have FUN = Success





Customers

The Reason We Have a Business





Solving The Customer Conundrums



Providing a local service whilst gearing up to expand nationally causes conflicts. The key is to get the balance of richness of relationships & reach of technology right. Local in knowledge but national in coverage.

Every customer is NOT the same. Segmentation is key to ensuring each GROUP of customers gets

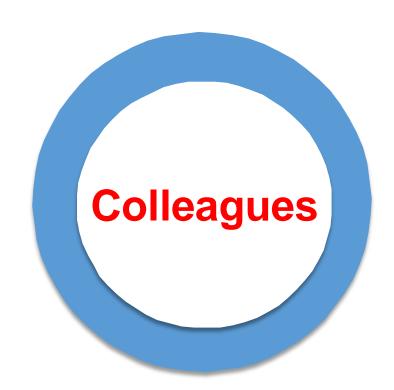
what they personally value

Understand & offer the value proposition that each GROUP of customers expect. Bespoke to their requirements.

Machines are the same for all. Differentiation must come in other forms – culture, attachments, safety, after hire support on & off site, reliability, punctuality & MI.

Personal contact & strengthening of relationship ties – customers work with people they like & respect.





Colleagues

What Powers Our Business

HUMANWARE

INNOVATION



MOST VALUABLE ASSET





What makes our business function





Provide the innovation & continuous improvement





Customers do business with people they like.





More important than fleet, processes or systems.



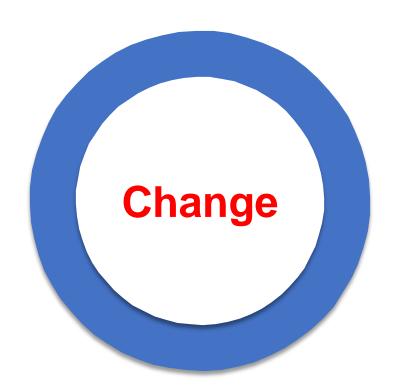
Strategic People Plan

programmes to increase capability

Taking Care of Our Most Valuable Asset

workforce activities







Change

The Only Constant in Business

Why?

Evolve & survive, or stagnate & die

Where?

Prioritise what your customers will appreciate, respect & desire.

When?

Create competitive advantage, differentiation, survival Steve Jobs & IPhone



Which?

Which?

Leading, trailing, following?

Who?

Businesses, workforce.

What?

Machines, customers expectations, competition, technology, suppliers, processes, skill sets, society, law.





Change

An Evolutionary Journey





STAGE 5

Data & MI

The world's most valuable resource is no longer oil, but data

The Economist



Where Does Data Come From?

External Sources

Internal Sources





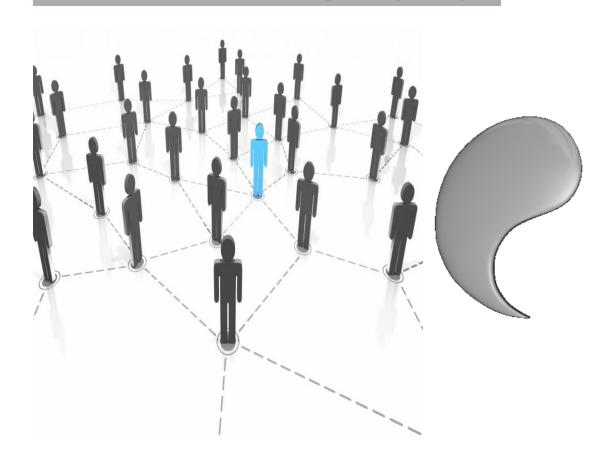




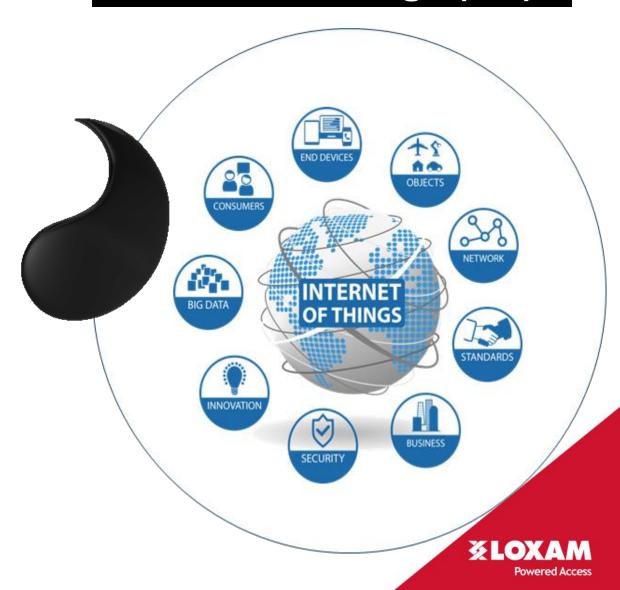


Aligning IoP & IoT

Internet of People (IoP)



Internet of Things (IoT)



Internet of Things (IoT)

Collect

Network of Machines Deriving Value from it.



Connect (aggregate)

Data scientists & engineers turn data into **Management Information (MI)**

Data sourced is collected, channelled into a single place, aggregated & cross referenced with CRM, ERP, etc

Sensors source data from machines, operators, environment



for their stakeholders.





Internet of People (IoP)

Network of Connected Experts
Harvesting The Brain Power



Capitalise

Curate (personalise)

Connect (omni-channel)

Better insight into customers expectations allows outperformance, satisfaction

& value generation for all parties.



Develop a comprehensive profile of each customer; use collective brain power of 'experts' who know & understand the customer.

Use ALL comms channels to connect with customers – phone, e mail, online, text, letter, face to face, social media.

Collect available data about customers needs, requirements, preferences, issues

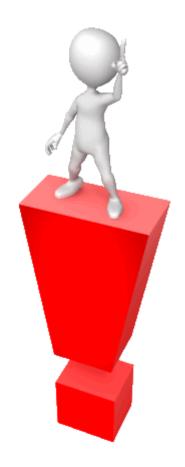
The alignment of IOP & IOT to produce MI & better serve customers is the next BIG change stage.



Questions?







Thank You

