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GOSCOR | LIFT TRUCK COMPANY

The Goscor Lift Truck PROMISE

In an age where competition is fierce and the overall quality of products and the knowledge of those who are selling them has improved drastically, it's the companies that do everything just that little bit better that enjoy the greatest success and **Goscor Lift Truck Company (GLTC)**, the fastest growing material handling equipment (MHE) supplier over the past 10 years in Southern Africa, is one such organisation.



The GLTC basic promise is to provide a world class PRODUCT supported by a world class SERVICE in order to ensure the lowest total cost of ownership for its customers over the lifetime of the product.

The GLTC promise is not a complicated one but fulfilling it takes commitment, passion and hard work. "The main reason for our success is that we have taken the multitude of parts that comprise the whole promise and we have made sure that they are working in unison and to their highest potential. Sales, technical services and support, finance, parts, switchboard and management must be the best they possibly can be in their own right, but they must work together as one team to make our customer experience extraordinary," says Darryl Shafto GLTC MD.

GLTC PROMISE SERVICE

GLTC's products are world leaders but without the highest levels of support that would mean nothing. In order to give its customers the service they deserve, the emphasis on excellent internal communication and strong inter-departmental relationships has permeated the entire company.

Workshop
At the heart of the service promise is the GLTC workshop concept, which is one of the most advanced for forklifts in Southern Africa. It contains an integrated IT system which handles accounting, stock control, contract management, equipment management, cost tracking and parts. Most importantly, the ratio of maintenance contracts to technicians, the best trained in the industry, is 42:1 when the industry norm is about 70:1.

Parts Department
A critical aspect to the service equation, GLTC's parts department holds 10 000 part lines to the value of approximately R14 million. Its stock holding and rotation is managed by the 'Autoline' ERP system and GLTC currently achieves a 90% first pick on parts with a 'robbing' system for parts that are not in stock. Parts are ordered in container loads in order to reduce costs and, if an emergency arises, parts are airfreighted and delivered in 3-5 days from order.

Mobile Service
GLTC also boasts a 'mobile parts and service' facility, where specialised vehicles deliver parts and service 24/7 to maintenance contract customers. This has made a significant difference to Goscor customers whose primary requirement is to have the right parts and or service delivered as quickly as possible when needed.



GLTC PROMISE PRODUCTS

From its inception GLTC ensured that it took on products that were either no. 1 or 2 in its respective segment worldwide. Its range of top brands, which service applications in the warehousing and distribution, logistics, timber, automotive, manufacturing and aviation industries and the military, makes GLTC one of the most complete MHE suppliers in the country.



CROWN, the world's largest manufacturer of electric powered MHE, including hand pallet trucks, power pallet trucks, counter-balance forklifts, order pickers and more, is renowned for its beautifully designed, durable, user-friendly machines. A key element in Crown's success is its advanced technology and its ingenious 'human factor engineering', which gives the operator the security, confidence and momentum to accomplish benchmark warehouse productivity.

DOOSAN, a world-leading manufacturer of one of the finest selections of lift trucks, offers a wide range of quality and user-proven heavy duty forklifts. Its oil-cooled "brakes for life" system enables Goscor to offer on Doosan brakes a 60-month, unlimited hours guarantee. Its rugged steer axle with taper rollers as opposed to needle rollers ensures less uneven tyre wear and significantly less down time.

BENDI articulated forklifts help the operator work faster, safer and more accurately - even in widths of just 1.6m. Apart from their ability to work in very narrow aisles – some customers have reported up to 50% space saving by using the Bendis – their unique counterbalanced design enables them to work both inside and outside obviating the need for an extra forklift.

HUBTEX, leaders in multidirectional and conventional side-loaders and four-way reach trucks which handle long, bulky and difficult loads, has enabled GLTC to enter new markets including the steel and timber industries, the glass industry, builders' merchant outlets, and others. Hubtex is available in diesel, electric and LPG.

TAYLOR-DUNN builds tough, rugged, dependable vehicles to move personnel, equipment, and materials. Its range of products - burden carriers, personnel carriers, stock-chasers, electric carts, tow tractors and more - has been the leading solution for customers in a broad range of industrial, commercial, and ground-support markets.

GLTC RENTAL

Purchasing new machines is not always the best choice for customers and to this end Goscor's Rental Company provides an invaluable service. With a range of machines including forklifts, reach trucks, stackers, stock pickers, pallet trucks and more, customers can rent machines on a short-term basis - daily, weekly or monthly - at a fixed cost, and leave the maintenance and service in Goscor's safe hands.

Serving the Country
Integral to GLTC's promise is its ability to provide the same excellent service to customers no matter where they are in the country. With branches in Johannesburg, Cape Town, Durban, Port Elizabeth and East London and services centres across the nation GLTC ensures that it is only ever a phone call away.



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