

Effectively reach a highly fragmented target audience

Solution Brief

Making Tracks Customer Magazine For RSC Equipment Rental.

Challenge/Opportunity

RSC Equipment Rental® is a leading provider of rental services for the construction, industrial, manufacturing, petrochemical and government sectors in the United States and Canada. RSC distinguishes itself by providing a value-added rental experience through its well-maintained fleet, customer support resources and a 24/7 employee-staffed Customer Care Center. Through a network of 460 company-owned and operated branch locations, RSC utilizes a customer-focused business model based on a culture of local support and dedication to safety. With a majority of its customers physically located at manufacturing facilities or on jobsites all day, delivering information and education to them in today's digital age is a challenge.

Approach

RSC's marketing leadership determined that a custom publication would be the most effective tool to engage its diverse and hard-to-reach audiences. Canyon helped RSC develop and successfully introduce a quarterly customer magazine to inform and educate readers while demonstrating the benefits of renting and partnering with RSC. The goal was to increase RSC brand awareness and drive profitable growth among current and prospective customers.

Canyon has extensive experience with customer-focused B2B communications. The agency knew that for the magazine to effectively engage RSC's audiences, it would need to communicate relevant editorial content to provide customers the information they want, while very subtly promoting RSC's products and services.

Following a thorough planning and development process, Canyon recommended the publication name *Making Tracks* to illustrate the idea that RSC's customers make their impact by moving forward to build, enhance and modify the world around us.

Canyon worked with RSC to develop editorial content that included utilizing real-life, relevant content to educate readers by providing information on new products and services, customer success stories and relevant industry trends.



Making Tracks, a custom publication, gets distributed to more than 70,000 customers and prospects quarterly.

Keep Customers Smiling
Take Your Customer Service To The Next Level

Under review is business to get rid of excess better winning you're in here customer. The more of the better, and definitely bigger ones whenever possible.

It doesn't take a genius to figure out how to provide great customer service. Answering your e-mail promptly, a simple cost way to make your customer feel appreciated. And when they feel that way they come back. When you don't, it takes a genius to figure out how to excel in a situation they get from you.

COMMON-SENSE APPROACH
 Consistently applying common sense, courtesy and common sense. To start, customer wants to be appreciated. One of the easiest and most effective customer service steps to say "Thank you."

It's the people know that you are grateful for his business.

Another simple, but easily overlooked, courtesy is to listen attentively. Keep your focus on the customer and don't be distracted by your cell phone or be activities around you. When a customer comes to you, it's because he or she is looking for something you have and willing to pay for it. Don't have good reasons for giving your customer your undivided attention!

THE IMPORTANCE OF COMMUNICATING
 While the customer is only a few minutes, you can show customers how much you value them. For example, send a quick e-mail or text message to update a customer on the status of a project. While you're at it, thank them for the opportunity to work with them.

When customers have phone messages on a scale with you, respond as quickly and accurately as you are—avoid voicemail. "I'll get that for you and get back to you shortly." Make every customer feel like they're your ONLY customer.

GOING ABOVE AND BEYOND
 Focusing on the basis of customer relations is only the start. Outstanding service takes some extra doing, but that's the kind of effort people come to expect. In one recent example, RSC Equipment Rental was able to demonstrate that kind of over-the-top customer service.

Conan Contreras of Annapolis Junction, Maryland, was experiencing trouble with a piece of equipment on an important all night project. At 11:15 p.m., Conan's Chief, William called RSC's 24-hour Customer Service Center with his emergency request.

William Contreras, Sales Director of RSC personally showed up at the site to resolve the situation.

"This type of fast service is practically unheard of," William said. He added he was "highly impressed" by RSC's evening response time and professionalism.

RSC is committed to excellence in customer service, and it shows—in the hands of helpful people, its providing training and rewards, and in a customer-focused support service effort. Fairly, mostly, with a lot of attention like Conan's and your customer, but that's when you make customer service steps up!

Remember: You can call RSC's Customer Service hotline anytime, day or night, and talk to a real person. The number is 800.223.7777.

Ask The "Ultimate Question":
"HOW LIKELY IS IT YOU WOULD RECOMMEND THIS COMPANY TO A FRIEND OR COLLEAGUE?"

RSC Equipment Rental uses a methodology known as the Net Promoter Score (NPS) to measure customer satisfaction. NPS is a way to track progress of RSC customers, and gauge their level of satisfaction with the company. "Net Promoters" are essentially the customers who were pleased enough to recommend RSC to their friends.

Responses are asked one by one question, "How likely are you to recommend RSC to a friend?" You are then asked to rate RSC on important factors such as equipment availability, reliability, and customer and staff knowledge. The survey results are then used to track performance and identify areas needing improvement.

RSC's NPS has shown high Net Promoter Scores, but we can always get better.

5 Ways to Deliver Outstanding Customer Service

- 1 BE ATTENTIVE**
 Listen carefully to all concerns and focus on their needs. Ask questions to gain a deeper understanding.
- 2 BE CONSIDERATE**
 Responded to get over all of their concerns, needs, and let them know you care. Empathize with their concerns.
- 3 BE RESPONSIVE**
 Respond to all customer inquiries quickly. Answer messages promptly and professionally. Let your customer's interest be heard.
- 4 BE HELPFUL**
 Identify ways you can assist your customer's problems and needs.
- 5 BE APPRECIATIVE**
 Let customers know you're grateful for their business and willing to go the extra mile to earn their continued confidence.

Content and visuals were created to provide useful, actionable information to the magazine's readers.

MAKING TRACKS
 Solutions To Move You Ahead™

We hope you've enjoyed our first issue of *Making Tracks*! Now we want to hear from you.

Win an iPod Touch®!
 What is your company doing to be environmentally friendly or "green"? **Let us know** and you'll be entered into a drawing for a chance to **win a FREE iPod Touch®**.

Share your ideas!
 Do you have an interesting story idea for our next issue? Would you like to recognize an employee that has delivered exceptional customer service or share a company success story? **Share your idea** and if we use it, we'll send you a **free camouflage RSC cap**.

RSC
 Equipment Rental

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A series of eBlasts was sent out to help generate interest in the magazine, and to lead customers to an online version of the publication at www.rscmakingtracks.com

The design for *Making Tracks* made use of bold typography and large, colorful photo spreads to put the quality of the publication on par with the most well-regarded industry publications.

To offset the cost of the magazine, Canyon recommended featuring co-op funded ads from RSC's equipment and supply vendors. Canyon also worked with RSC and other industry resources to create a distribution list covering all RSC customer groups. Finally, the agency suggested that RSC extend the reach of the printed magazine by developing an online version of the newsletter, as well as promoting the magazine through eBlasts.

Measurement

In a short time, *Making Tracks* has promoted greater awareness for RSC and recognition of the company as a knowledgeable, innovative equipment rental provider that cares about its customers. The magazine has opened up a direct line of communication with customers by giving them many ways to communicate topics of interest, and allowing them to share ideas and successes with industry colleagues.

To learn more, please contact:
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Seeing Beyond The Edge