



TRUVIDEO ENABLES WALLWORK TRUCK CENTER TO DELIVER A LEVEL OF CUSTOMER EXPERIENCE UNRIVALED IN THE HEAVY TRUCKING INDUSTRY.

100% Positive customer feedback for ROs with TruVideo.



TRUVIDEO

WWW.TRUVIDEO.COM
INFO@TRUVIDEO.COM
PHONE: (781) 819-0125

888 WORCESTER STREET
FLOOR 3, SUITE 340
WELLESLEY, MA 02482

OUR GOALS AND OBJECTIVES

In the heavy trucking industry, trust, transparency, and speed are everything. The longer a truck is off the road, the less money everyone sees in their pockets. Acknowledging the limitations of the heavy truck turnaround process of the past, Wallwork Truck Center looks towards the future. With the objective of complete satisfaction in the customer experience, they required a tool able to deliver a more positive and trustable experience. Utilizing TruVideo, Wallwork Truck Center aims to increase the quality of their customers' experience and gain an edge over the competition. This includes guiding customers to make well-informed decisions, creating total transparency in the service process, and getting drivers back on the road faster.



METHODOLOGY

Wallwork Truck Center sought to bring the positivity that their automotive counterpart, Valley Imports, was experiencing into the heavy trucking service industry. Before being rolled-out company-wide, TruVideo is being used at the Fargo service location. Through TruVideo's visual communication platform, trucking customers can experience Wallwork's transparency through personalized HD video walkarounds. Videos have been sent to various customers receiving truck inspections and services to gauge their satisfaction with the new communication approach. Wallwork Truck Center alongside TruVideo ensured every service technician received proper training.



"I recently received a text from a customer who is not the easiest to deal with as he has trust concerns, but his text simply said, 'This is AMAZING', so to receive a message like that just shows there are so many positives with video. It's been very, very helpful. Customers can literally see what we're seeing."

**Brian Meier – Corporate Service Director,
Wallwork Truck Center**

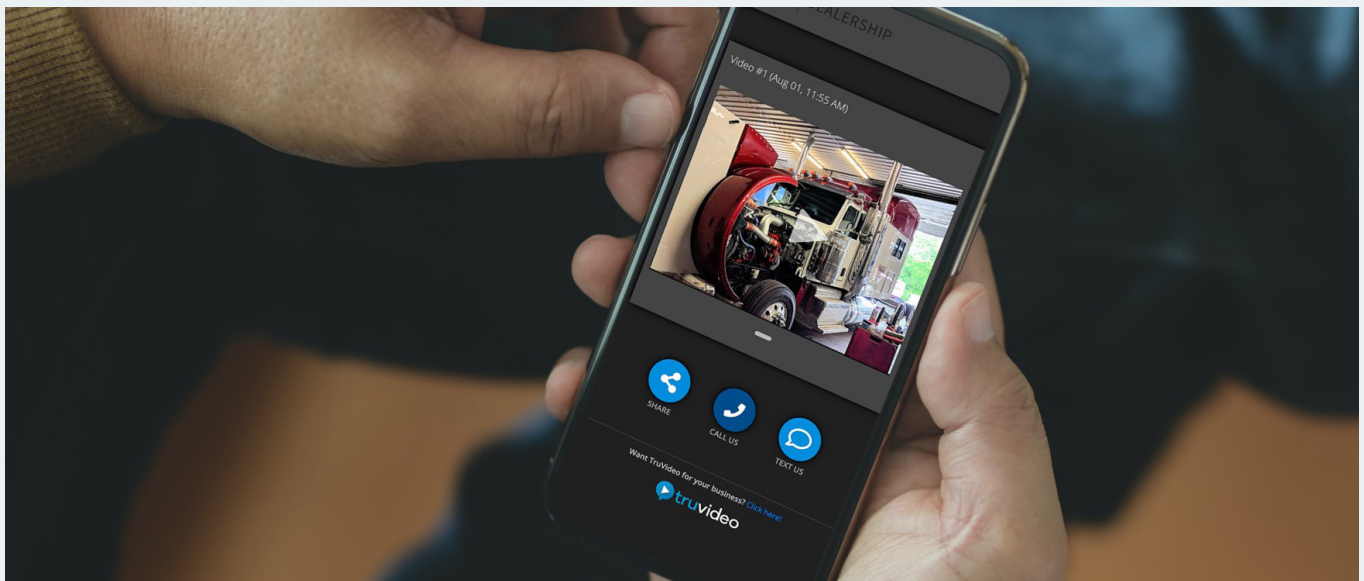


SOLUTION



TruVideo's core visual communication platform allows the customer experience to be enhanced through video and text capabilities.

With complete transparency, customers get a quick and easy way to make well-informed decisions about their truck. In turn, every aspect of the customer's service experience is improved – video of recommended service, quick approval times, trusted repairs, and fast turnarounds. Additionally, well-documented service recommendations allow for streamlined communication up the trucking corporate ladder. The trust and experience in a TruVideo integrated service department translates into satisfied customers who come back more and cross-shop less.



RESULTS

Concrete data has yet to be gathered this early in the integration process. That being said, the Wallwork Truck Center has reported an astounding 100% positive feedback ratio from ROs completed with TruVideo. This has been especially well-received with customers in need of unique repairs and service recommendations which can vary in severity. Customer responses have shown a preference towards the addition of visual proof, including customers who have had a long history of mistrust in service recommendations.



"So far, just from the one store, we've had such positive feedback from our customers. This is something we're looking at going company-wide with. This tool has been such a tremendous help for us to back our repair quotes to the customers and also allows them to see exactly why we are quoting what we are."

**Brian Meier – Corporate Service Director,
Wallwork Truck Center**

CUSTOMER TESTIMONIALS

“That’s actually a very nice way of going about describing an issue to a customer...words can only do so much. Thanks.”

- Andy, from Quality Meats

“That is a great tool.”

- Chad, from the Goodin Company



ABOUT US



Wallwork™
TRUCK CENTER

WALLWORKTRUCKS.COM

The Wallwork brand began in 1921 when W.W. Wallwork Sr. opened Moorhead Motor Company in Moorhead, MN. In the late 1960's, Kenworth partnered with Wallwork and that gave birth to Wallwork Truck Center. Today, Wallwork Truck Center is a highly reputable and sought after truck and trailer dealership providing sales, parts and service throughout the USA and Canada. Wallwork Truck Center has five locations across North Dakota and is also located in Fergus Falls, Minnesota.



 **truvideo** **TRUVIDEO.COM**



TruVideo is a video-first texting platform to improve customer experience and increase sales and service revenue by communicating transparently. TruVideo's platform offers streamlined service inspections, sales walkarounds, estimates, internal chat, approvals, and payments. This revolutionary platform fixes the communication chain between the dealership and the customer by connecting through personalized videos, texts, and mobile-friendly features. With all these features and the enhanced reporting on customer engagement and real-time sentiment, no product is as comprehensive as TruVideo.

