

# Emergency Response: CASE STUDIES IN SAVINGS



## Equipment downtime is lost time...and lost money.

When equipment fails, when breakdowns happen, they create major — and multiplying — aggravations for construction and industrial MRO crews. They're the kinds of aggravations that can impact your business well beyond the job at hand.

Workers still get paid, even when the work is at a standstill. Projects grind to a halt, or production processes stall, hurting your delivery schedule. All told, the costs of equipment downtime can ratchet up into the millions — in lost production and missed profits.

Some industrial equipment experts believe downtime costs in businesses reliant on heavy equipment can equal 1 to 3 percent of annual revenue — which can translate into 30 to 40 percent of profits. So in multi-billion-dollar categories like construction and MRO, downtime is especially bad for business.

## The crucial solution? Superior emergency response to minimize downtime.

A breakdown isn't a question of if, but when...no matter how much a piece of equipment costs, or how trusted its durability. Constant use and demanding performance environments make that a certainty. And human error — or pure accident — can cause anything from flat tires to blown hydraulics.

Since product line parity is the order of the day in heavy equipment rental, with most providers renting the same brands, a real point of difference between firms is emergency response — the speed and service a rental company demonstrates in getting your crews back to work ASAP.

## NES Rentals: the industry leader in expert emergency response.

We're known for quick, time- and money-saving response that complements our other assets: extensive industry knowledge and one of the largest and best-maintained aerial fleets in the business.

But it's more than just reputation. NES Rentals has the industry's highest Net Promoter Score, a measurement of customer loyalty.\* That's because we put quick, expert emergency response at the forefront of customer service.

“Fast emergency response is crucial, because if we're down with a piece of gear...that means the company is going to suffer.”

*George J. Audi, Jr.  
Superintendent, Christina Steel, Inc.*



\*NES Rentals' 2010 4th quarter NPS score was 82.6. Score based on 2,000 customer responses.

## Responsiveness that's been proven time and again.

### Case in point: Christina Steel

When Christina Steel, Inc., of New York needed multiple gears on a boom lift replaced during structural work on a new facility, there was no time to waste. "Fast emergency response is crucial," said their Superintendent, George J. Audi, Jr., "because if we're down with a piece of gear, then production in the field is going to suffer, and that means the company is going to suffer because we're going to get stepped on by the general or construction manager because we're falling behind schedule."

NES Rentals' response was "immediate," he said, minimizing downtime and keeping the project on track. "There's going to be some amount of downtime. The whole goal is keep it as minimal as possible."

### Case in point: Selby & Smith

NES Rentals' emergency response is "absolutely the number one factor" in metal building fabricator Selby & Smith's decision to use them companywide, according to Pat Flanagan, Superintendent/Safety Coordinator. "Any time a piece of equipment goes down we have guys standing around... so it's like \$70 an hour per person," he explained. "Other companies that I've dealt with will send someone out the next morning. That does not really work for me."

With NES Rentals, Flanagan simply called his sales rep. "It took 20 minutes to get a guy out here and about 45 minutes to get the equipment up and running. For NES Rentals, that's pretty standard."

**\$70/HR PER WORKER  
X 4 CREW  
X 4 HOURS' DOWNTIME**

**\$1120 wasted wages**

# "At NES Rentals, we believe in building long-lasting relationships. It's founded on customer and employee safety, as well as superior service."

Andrew P. Studdert  
Chairman and Chief Executive Officer, NES Rentals

## Beyond repairs: quick rentals on short notice.

NES Rentals excels at having the exact equipment customers need, ready when demand calls...even if it's calling with no prior warning.

"We make sure equipment has been inspected and is ready to go...as soon as it's delivered on site it's able to log on its run mode," explained Ray Panicco, Sales Representative at our Pittsburgh branch.

That includes annual inspections and maintenance ranging from changing filters and hoses to controllers and wear pads.

"If I called them at 10 tonight I could almost guarantee you that by 9 the next morning I would have a piece of equipment that

could do the job. And I have," commented Selby & Smith's Pat Flanagan.

"We were actually able to get [scissor lifts] the same day I needed them," remarked George Audi of Christina Steel, accommodating a "very aggressive schedule."

NES Rentals' film industry clients take the challenge to a new level. "Usually we get a request at 4 or 5 p.m...[for] 11 that night so they can film throughout the night," said Ray Panicco. "We meet their needs the same as our construction clients."

## Quick response builds trust...and keeps your business on track.

"It's about the trust our customers have with us," said Ray Panicco. "They have peace of mind [knowing] that the job is going to get done."

Christina Steel had its own experiences with prior rental providers, according to George Audi, and was looking for dependability and responsiveness. "We started with a small test with NES Rentals," he said, "and we have not looked back."

**Get up and running in 2 hours or less with NES Rentals' Emergency Response service.**

Contact us today for quick answers:



8420 West Bryn Mawr Avenue  
Suite 310  
Chicago, IL 60631  
P: 773.695.3999  
F: 602.251.0555

[www.nesrentals.com](http://www.nesrentals.com)