World 3rd Largest construction machinery company – Increase parts and service sales in Asia by building monitoring scheme

Situation

- **World 3rd largest construction machinery company(BtoB business)** with over $7 Billion in sales
- **Declining parts and service sales in Indonesia**
- McKinsey support for HQ service and parts department in Asia and **needed to manage dealer in Asia**

What we did

- **Align with local management by 4 steps**
  - 1: Set KPIs and target impact estimation
  - **2: Build KPIs monitoring scheme**
    - **Monitorinig tool**
    - **Regular forums to solve problems**
  - 3: Set incentives
  - 4: Define roles and responsibilities
- **Simplify monitoring tool as possible by visualized only "# of visit by sales" and "top 10 sales ranking",** considering the stage of sales force structure in Indonesia,

M&S Expertise

Yutaro
Kakimoto

Impact

Taget sales in Asia
KUSD

Legend: Result, Taget
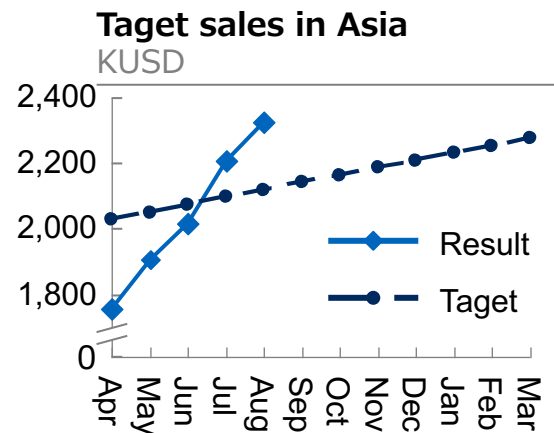
- **Expect significant national impact for one mailing**
  - Incremental $8 million in revenues, $3 million in profit
  - Action KPI(# of target inquiry, etc.,) results overachieve 2x of taget
- **Complete rollout to other regions will translate to ~$80 million incremental profit in 2019**