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GMMCO: Providing a Seamless Experience to Customers



Gmmco Workshop, Butibori, Nagpur

Gmmco Ltd., a part of the 2.9 billion dollar diversified CK Birla Group, is keeping up the Group's legacy of helping build the India of tomorrow by offering world-class and innovative solutions for infrastructure and mining.

V Chandrashekar, Managing Director & CEO, Gmmco, says, "During our journey of 55+ years and 35+ years of association with Caterpillar, we have come to be perceived as a trusted partner by our customers by demonstrating reliable customer service. Our strength is our highly committed and skilled employees who are pushing boundaries to exceed customer expectations."

"With the ever-changing customer requirements and expectations, we keep embracing the new and are continually leveraging digital technology to provide a seamless experience to our customers and maximize value for them."

Gmmco is a priority Cat dealer for South, Central, and Western India, selling mining, construction, and energy equipment to customers across 10 states. The company is a one stop-shop for all infrastructure, providing new, used, and rental equipment, buyback options, trade-ins, and product support. Today, Gmmco is serving 20,000+ customers, and has an installed base of 19,000+ active machines and 14,000+ active engines.





Gmmco Service Engineers Support at Site

Customer Services



Prashant Bisen, Senior VP, Construction Industries, Gmmco, emphasising the role of product support in the construction business, says, "Aftermarket performance of a brand is a critical decision point for a customer in choosing an equipment brand. Machine uptime and availability is directly proportional to the product support and services rendered by the company, and which determine the success and profitability of the customer."

He adds, "In our heavy earth moving equipment business, we have been providing the best-in-class aftermarket product support. We have strategically positioned our customer support engineers across territories to ensure the quickest service response time. Our wide network of parts delivery touch points and optimised supply chain operations assure timely parts availability. Through our assured parts availability and rigorously trained service engineers, we promise customers a quicker Mean Time To Repair (MTTR)."

"We run various customer support contracts that are customized as per the requirement of the customers. Through these contracts, we ensure superior machine performance, lower machine break downs, and higher machine availability."

Up-to-date Digitally

Today, Smartphones and Internet penetration has changed the landscape of businesses so much so that businesses without online/digital channels are deemed non-existent.

Gmmco is well-equipped to offer a gamut of online digital services to meet customers expectations. Services include equipment monitoring so that customers can remotely monitor their machine's performance using a smartphone. The Gmmco Assist mobile application helps customers to transact business digitally such as ordering parts, scheduling a service for their machines etc.

"We are actively present across major social media channels like WhatsApp, Facebook, Instagram etc. so that our customers can interact and collaborate with us at any time. Our ready physical and digital presence has earned us the appreciation of our customers as we are equally involved in their success," says Bisen.

Earning NBFCs Trust for Equipment Finance



Magesh Swaminathan, Head of Sales - Construction Industries, Gmmco, informs that almost all customers purchasing construction equipment prefer to do so through a financing entity. More than the banks, it is the NBFCs that command a higher market share in equipment financing. Offers extended by the financing institutions and

their confidence on the brand of equipment being purchased often influence the customer's choice of brand.

"We have a cordial relationship with all the leading financial institutions across our territory. Over the years, financial institutions have developed trust in our products and services, which has eased the funding process for customers buying our products. The higher uptime of our machine which earns our customers higher revenues, and the better resale value of our equipment, are the reasons why they are willing to finance our customers."

Customer Demand and Expectations

Requirements of customers vary from application to application. Customer seeking Gmmco products can largely be classified as those looking at their equipment's life cycle cost and those looking at their life cycle value.

Caterpillar equipment are known for their lower refill capacities, higher maintenance intervals, and better component life. All these factors minimize the total cost of ownership, thereby benefitting Life Cycle Cost category customers. Higher fuel efficiency and enhanced productivity demonstrated by Caterpillar equipment makes it a go-to option for customers looking at Life Cycle Value.

For more details: Geolson G, Head – Marketing & Branding, geolson@gmmcoindia.com