



CASE STUDY

From Mountains of Paper to Breathing Room: How Clark Equipment NZ Unified Their Global Operations


Clark Equipment New Zealand has been an industry powerhouse for over 70 years, representing global brands like Bobcat, Develon, and Omega.





THE CHALLENGE:

"MOUNTAIN OF PAPER" STRESS

Before Tinnacity, Clark Equipment relied on manual, paper-based processes that created a "boiling pot" of workplace friction.

 **Controlled Chaos:** The office was bogged down by constant "he said, she said" disputes regarding job cards and addresses.


 **Information Bottlenecks:** Critical data on parts and job status was trapped in individual inboxes or lost in literal stacks of paper.


 **Delayed Billing:** Invoices were often sent up to four weeks after a job was completed, significantly impacting cash flow.


THE SOLUTION:

A COLLABORATIVE DIGITAL PIVOT

Sheena Diviney spearheaded a move to Tinnacity to ensure the company remained relevant and efficient in a modern economy.

 **1.5 Day Training:** Despite the scale of the change, the team was fully operational and working in the field after just a day and a half of training.

 **Centralized Communication:** All job notes, parts requests, and technician comments are now housed in a single, visible workflow.

 **Proactive Planning:** With real-time visibility, the team can now plan for seasonal work and economic shifts months in advance.

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THE HARMONY FACTOR:

IMPROVING WORK RELATIONSHIPS

The biggest unexpected win for Sheena was the improvement in work culture. Tinnacity removed the "silos" between the technicians and the back office. By having a "single source of truth," staff no longer feel the need to be "snappy" with one another because the data they need is always right in front of them.



Sheena Diviney

National Operations Manager

"It's very hard to put it in words how big a change it actually is. We have breathing room to actually do the job... our work relationships have improved because we're not so snappy with each other."

IMPACT AT A GLANCE

Billing Turnaround: Reduced from 4 weeks to within 1 week.

Training Time: Field-ready in 36 hours.

Workplace Harmony: Elimination of "he said, she said" friction.

Efficiency: 100% reduction in double-entry errors.

The 'Breathing Room' Feature

When administrative stress is removed, culture thrives. By digitizing a 'mountain of paper,' Clark Equipment NZ transformed their office from a high-friction environment into a collaborative workspace where staff can finally focus on the true requirements of their roles.

Ready to transform your service department? Visit [Tinnacity.com](https://tinnacity.com) today!