

# MEETING CUSTOMER NEEDS THROUGH CUSTOMIZATION

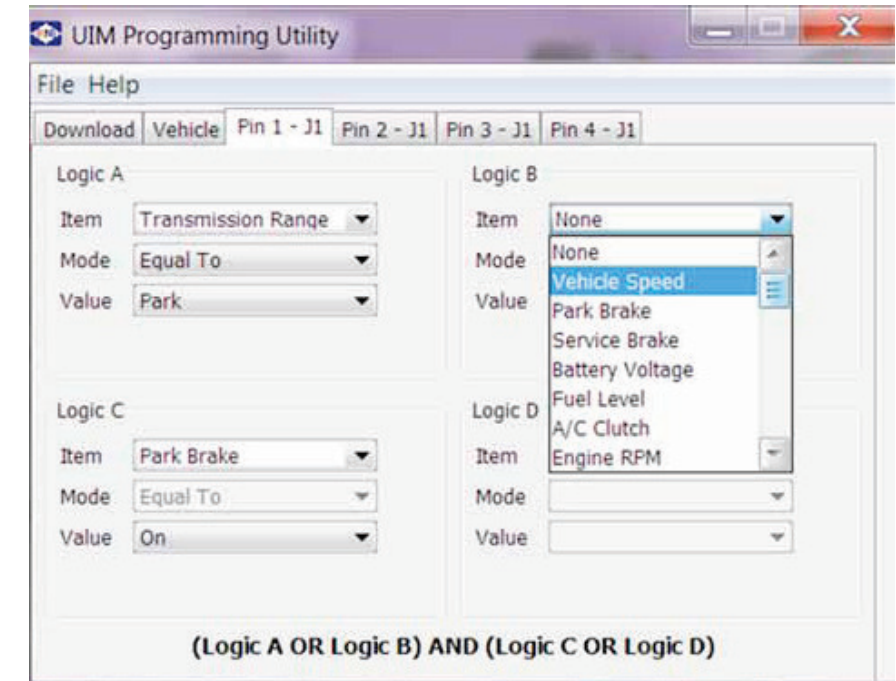
## **Make more money. Satisfy more customers.**

Those are at least two expected outcomes when you customize your vehicles to meet your customer's needs.

The word **Customize** is a verb defined by Merriam-Webster dictionary as "to build, fit, or alter to individual specifications." And according to one Wikipedia contributor, "mass customization is the new frontier in business competition for both manufacturing and service industries. At its core is a tremendous increase in variety and customization without a corresponding increase in costs...At its best, it provides strategic advantage and economic value." In plain English, customization may give you an advantage over your competitors, be accomplished with little additional expense and drive increased revenue. That is a great trifecta. But is it your trifecta? Are you in the game or on the sidelines?

Listening to customer wants and needs is the critical first step. Without it you are done. If you have a successful business then you are probably a better than average listener and your formula for success probably includes Listen + Deliver = More Sales. Delivering on those wants and needs can be the harder task not because of lack of desire but because of lack of knowledge of how to do what you want to do. The delivery can be what defines the success of the business in the eyes of your customer. But how do you get from understanding what the customer wants to delivering it quickly and at a reasonable cost?

In recent years there has been a dramatic growth in the number of companies taking advantage of the OEM chassis CAN Bus. Fuel management and GPS companies are some of the most common users of chassis data to



deliver specific solutions, but their purpose is not to give you chassis data to customize your vehicles. There is however a new device that gives you the power to access chassis data and easily customize your vehicles for your customers – the Upfitter Interface Module (UIM) by InterMotive Vehicle Controls.

### **What is the UIM?**

The UIM is a module (2.25" x 3.5") that provides up to 8 CAN data outputs (e.g. transmission range, vehicle speed, clean tachometer output, door open/closed, Engine Coolant Temp (ECT), battery voltage, and many more) all by just connecting to the OBD II (scan tool) connector – no cutting of factory wires! Four of the eight outputs are field programmable using the free UIM Graphical User Interface (GUI) program. In addition to the outputs, the UIM also accommodates 2 input switches that can be used to

connect equipment to the UIM as part of the customization process.

### **Benefits of the UIM**

Very simply...the UIM can make (or save) you money!

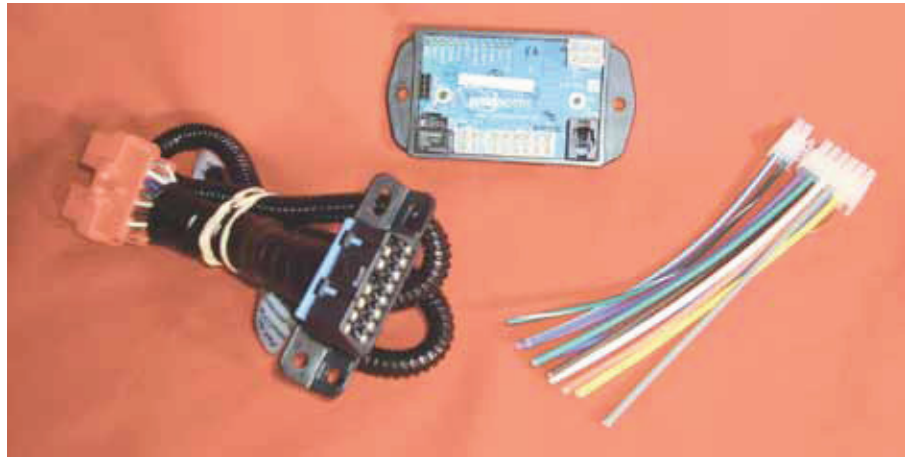
- Make money by providing creative solutions for customers that add value which can be sold – keep in mind that you can sell up to 8 different features off of a single UIM. Get creative and make value packages with marketable names – Gold, Silver, Powertrain, Safety, etc...
- Save money because the UIM is an easier/quicker way to make chassis connections that you are making now. No more running wires to different chassis locations and/or cutting into OEM wires (something the OEMs don't like upfitters doing).
- Create new opportunities. If you have missed out on the monetary benefits of customization, the UIM makes it easy for you to get in the game.

**Customizing a Vehicle Using the GUI**

The GUI program is a simple to use drop-down menu program that allows for the creation of customized logic statements (e.g. Turn on pin 5 if RPM is < 2,000 and switch 1 is on; Turn on pin 6 if a door is open or switch 2 is on). Once a program is created, it can be saved and then downloaded to modules in a matter of seconds.

**Examples of Using the UIM**

- Automatically turn on auxiliary warning lights when a vehicle is in Park and a piece of equipment is in use – warning to others that work is being done.
- Sound a warning buzzer if switch 1 is on (e.g. PTO active) and vehicle speed exceeds 25 mph or RPM exceeds 2,200 RPM- preventing damage to the equipment.
- Sound a powertrain warning buzzer if Engine Coolant Temp > 250°F or Transmission Fluid Temp > 235°F - protecting against overheating the engine or transmission.



**Next Steps**

1. Talk to you fleet customers. What features do they want that they don't currently have?
2. Talk to your service department and installers. What chassis data do they want or struggle to get?
3. Contact InterMotive (800-969-6080 or [www.intermotive.net](http://www.intermotive.net)) and ask how the UIM can help your customers and your business.
4. Start creating and selling customized solutions to current customers.
5. Expand your business by promoting your new capabilities/solutions to existing as well as new customers.

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**Intermotive Vehicle Controls**

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