

MCS-rm Smart Alerts improve control and visibility of your entire hire business

At a glance:

- **Be better informed**
With Smart Alerts, your business becomes less vulnerable to market and competitive forces, providing real-time information that goes beyond standard reports.
- **Covers every aspect of your hire business**
From accounts to assets, you decide what you need Smart Alerts to cover.
- **Fully customisable**
Define which Smart Alerts you require, in which circumstances and at which time intervals.
- **Supports customer retention**
Be kept fully informed, for example, if routine orders from a regular customer drop below a certain preset level, by value or by volume, so that you can investigate the root cause.

“MCS-rm Smart Alerts flag up any exceptions. For example, we can identify instantly if a hire controller has entered an incorrect price. They are a very useful tool to help us work smarter”.

**David Balmer - IT Manager
Nixon Hire**

To remain competitive and profitable, hire business managers need more than historical reports. They need instant notification of critical situations, issues and exceptions that could affect the business, as they happen.

Constantly monitoring data and events behind the scenes

MCS-rm Smart Alerts keep your decision makers fully in the picture on anything that could pose a risk, or an opportunity to your business. They generate notifications via emails to your nominated staff.

Smart Alerts take the comprehensive reporting available within MCS-rm on your hire data and hire business to the next level. They provide information that no standard reporting tool can give, including those events that occur only in exceptional circumstances.

Helping you to build an agile, efficient and profitable hire business

Hire managers can focus on running the business and delivering excellent service, secure in the knowledge that Smart Alerts will proactively, automatically and constantly check a wide range of parameters, data criteria and events, to ensure that nothing is overlooked.

This new level of control and increased visibility of your business increases your responsiveness and improves management decision making, as well as efficiency and productivity across your business. This results in reduced costs and increased revenue.

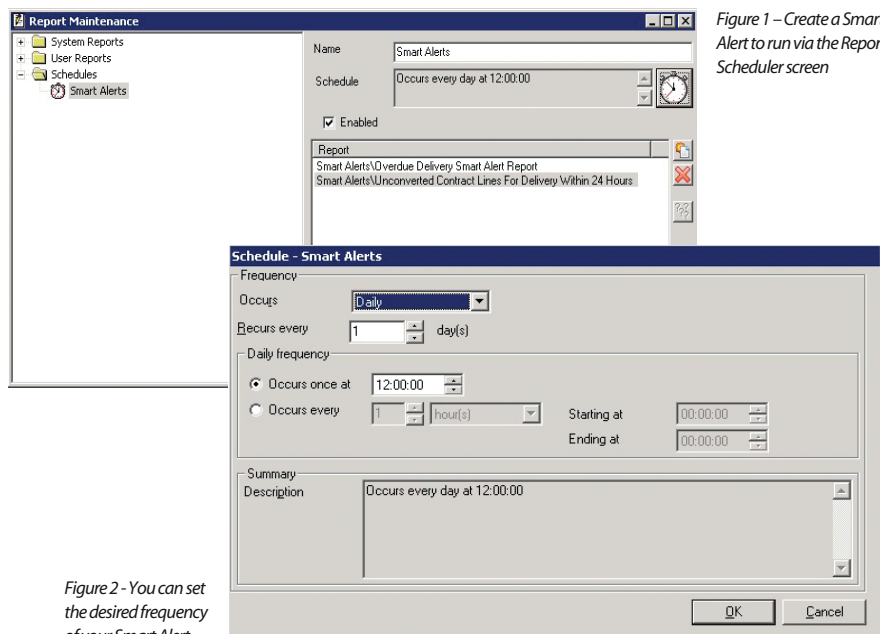


Figure 1 – Create a Smart Alert to run via the Report Scheduler screen

Figure 2 - You can set the desired frequency of your Smart Alert

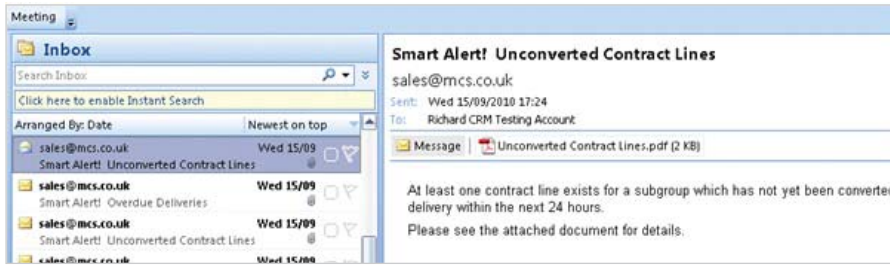


Figure 3 – A Smart Alert that has triggered an email to a designated contact

A valuable business tool

Over time, Smart Alerts represent a labour-saving tool that ultimately helps hire managers and directors pinpoint areas of the business that could be improved.

A prime example is customer relationships. Hire managers can set a Smart Alert to inform them when there is a downturn in sales from a key customer. Is a customer placing their business elsewhere or merely undergoing a seasonal downturn? Either way, hire managers can investigate and respond accordingly, with the option to offer more competitive pricing, different equipment or improved service as necessary before the business is lost for good.

Fully customisable to your priorities

Smart Alerts can be defined to monitor anything that a hire manager wants highlighted and at the time intervals required. This allows managers to get on with their day-to-day work, secure in the knowledge that MCS-rm is checking the data behind the scenes and will flag an alert when the 'issue' has occurred.

Figure 4 – Report attached to the email detailing the results of the Smart Alert

Customer	Name	Site Name	Contract	Subgroup	Description	Qty	Delivery Date
000127	David Bryant Construction	Audio Visual Rentals Ltd	01-101037	1000CONEFLOW	1000 Lite Coneflow Skip	2	16-Sep-10 11:00
000127	David Bryant Construction	Audio Visual Rentals Ltd	01-101037	3 TONNE	3 Tonne Dumpers	1	16-Sep-10 11:00

Smart Alerts in action

Practically anything hire managers need to know about any aspect of their operation can be requested using Smart Alerts and every hire business will have its own set of proactive alerts that it may want to create. The following, therefore, are just some examples of how Smart Alerts can be used in practice:

- **Customer Services:** An alert can identify a lapsed customer. For example, has a regular customer not used your hire services for a defined period.
- **Rehiring:** Be notified when your own kit becomes available and can replace rehired equipment that has been assigned to an on-going hire contract.
- **Operations:** An alert can inform you when a collection is overdue or if an item in the workshop is still awaiting a damage approval request.
- **Assets:** Maximise your assets with alerts that inform you when a certain product line has not been used or is being under-utilised in a certain time frame.
- **Sales and Marketing:** Alerts can inform you when a high value piece of business has been lost or gained.
- **Accounts:** An alert can be sent to the relevant manager to warn in advance that the capital expenditure budget is about to be exceeded or a customer is approaching their credit limit.

Contact MCS now and see how MCS-rm Smart Alerts can support your hire business.



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