

# How can Alert help you “do you” better?



Written for business owners, by business owners.

Running a small business is a 24/7 job -- we know because we do it too! Business owners in the rental industry face the same challenges we do.



## Define YOUR needs.

- ✓ You run a high fixed-cost business. Which means that regardless of whether you rent anything that day, you pay the staff to be there, you have rent or mortgage, and you have utility bills.
- ✓ You are in a service industry, first and foremost. The fact that you solve your clients' problems is why you exist and how well you do that is why your customers are loyal.
- ✓ Your staff is your biggest asset. You want to keep them productive and have the necessary tools to easily train new staff. You want them to be able to focus on your clients' needs and make it easy for them to answer questions and provide service.
- ✓ You need to anticipate problems/challenges. You cannot afford to wait for an issue to occur – you prevent them whenever possible and coach your staff to handle the ones that couldn't be foreseen.
- ✓ You know that time is money – for both your business and your clients. You want to prevent errors in orders, loading, and keep from having to go back out to a job. Not just because you want to provide outstanding customer service, but because you know that those interruptions and re-work mean loss of productivity and profitability.
- ✓ Your company does business differently – that's what makes you successful. Your needs may be slightly different than the 'typical' rental operation, which means that your software company should offer you customized reports and contracts, consider custom programming to meet your needs, and never make you feel that you are getting some 'one-size-fits-all' solution.
- ✓ You consistently find ways to make yourself and your staff more productive. You need to leverage technology to work faster and smarter, not longer and harder.
- ✓ You need to feel secure. From the protection of your server and data, to the security at the user level with individual login tracking/controls, you want software that lets you sleep at night.
- ✓ You recognize the need to reduce friction for your clients to do business with you. You are looking for ways to make it easier and faster for your clients to place their orders, pay, sign, and schedule pickups & deliveries. You are not only trying to make your staff more efficient, you are improving your processes and trying new tools to help make your clients more productive and more profitable.
- ✓ You provide more than rental services. You provide experience and advice and feel that you are more than just a vendor to your clients.

**You know as both an owner and consumer of services that customers do business with people, not companies.**

It is all the little decisions that you make day after day, year after year, that make your company successful. From your rates and hours, to providing services on your website, to personally answering the phone when your clients call you – those are the traits that set you apart from your competition. Those are the same things that your clients will not get from a big-box rental operation. The same can be said for rental software. If you want a company that shares your culture, if you want the owners' phone numbers, if you want customer service that picks up 24/7, if you want someone that will offer you solutions or process ideas not just 'break/fix' answers, if you want the company you work with to know who you are and how your business operates, you want to do business with us.



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## **You listen to your clients' needs and drive your business decisions, inventory, and policies based on what they are asking from you.**

You know from doing this for so long that your clients are the harbingers of trends in the industry and by listening to what they need or want, you will ride the wave rather than being wiped out by it. You have the talent for determining novel ideas from flash-in-the-pan ones and can recognize that one idea that will really take off from just another gimmick. And your clients, like ours, know when you are listening. The Alert Users' Group is the longest running such conference in the rental industry and has driven our software for nearly 40 years – which makes this more than our company's tradition, it is part of our DNA. We know who have the best ideas: our clients. And we know we make the best rental software by listening to those ideas.

## **Your clients are not the only ones that deserve the benefit of having value added to their lives.**

When you provide outstanding levels of customer service, you are providing additional value to your clients. With fewer interruptions in your day, more automation, reports that get pushed instead needing to be remembered, dashboards that you give you complete oversight – everything about our software is designed to give you more productivity when you are in the office and peace of mind when you are away from the office.

## **Rental is different from any other industry – and you need a company (and software) that not only recognizes that, but lives in the same world you do**

Successful rental operators know that rental specific software is necessary to do all the unique things that your company does that no retail or accounting software even thinks about. You cannot continue to use software not designed for rental and 'make it work' or think that it is 'good enough for now'. Every day you need software that helps you grow your market, serve your clients, anticipate your maintenance and availability, quickly see your inventory, and deliver the best customer service to your clients.

## **You know that time is money!**

You need software this is not only quick to implement, but easy to learn and provides the key to saving time for both your staff and your clients. A quickly deployed project means less business interruption, and with a written and agreed-upon implementation plan your software can be live as quickly as you are willing to commit resources. Easy and intuitive software means less wasted time and frustration for your staff. Automation and client self-help tools mean happier customers and less friction

## **You don't want to think about needing to select another software company in 5 or even 10 years.**

You need a company that is in it for the long-haul. A company that has been around, but more importantly, will continue to be around for decades to come. One that grows as your company grows, invests in development and technology, and allows you to expand your functionality as your needs and corporate focus changes. Have you ever looked at the list of software companies that are at ARA any given year and been astounded at the sheer numbers? Us too! But if you look the next year and the next, you won't see those same companies. Alert has been around for nearly 50 years, is consistently an ARA Gold Sponsor, supports the industry and its tradeshow, has earned industry awards and has moved from a pioneer of rental software to a leader. We can be the last rental software that you need to choose.

As the owner of a rental business, if you made it all the way through this whitepaper, if you are in need of an updated rental software that gets you and what you do day-in and day-out. We get you. We own Alert, and we will partner with you to be the long-term answer for your technology needs. The team at Alert has a combined more than 2 centuries of experience in the rental industry! That will not only make your implementation of the software happen smoothly, but will make your staff feel appreciated and listened to when they call in with questions. We know that you are looking for a different rental software partner – and if you saw yourself in the points of this whitepaper, we know we are a good fit for you.

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