

CUSTOMER SUCCESS STORIES

AgRevolution Boosts Profitability With Equipment Tracker in Tractor Zoom Pro

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SUMMARY

Equipment Tracker, a new solution in Tractor Zoom Pro, transforms the manual equipment check-in and check-out workflow that is riddled with errors and costs dealerships time, money, and jeopardizes customer trust.

This tool, developed in partnership with Ag Revolution, enables dealership teams to have complete and accurate visibility and documentation of equipment across locations, ultimately increasing cost savings and boosting profitability.



THE CHALLENGE

Challenges with equipment inventory tracking

AgRevolution faced myriad challenges with a cumbersome check-in and check-out process for their inventory of equipment moving throughout eight locations.

From the very start, multiple parties would bring in and take out equipment – from customers to salespeople to freight companies' staff – without properly recording the activity, leading to “lost” assets or machines on the lot that aren't in the process to be sold and instead build up carrying costs.

“Prior to using Equipment Tracker, we averaged three pieces of equipment each month across all eight stores that went unaccounted for”

Christ Scott

Used Equipment Manager,
AgRevolution

This was an ongoing critical issue and AgRevolution Regional Sales Representative Keith Payne would travel to and manually audit all eight stores each month, reviewing hundreds of assets in order to vet the inventory.

THE CHALLENGE

When equipment was logged into AgRevolution's inventory, often erroneous information was reported. Manual data entry, convoluted email threads, undocumented phone calls, or inconsistent staffing responsible for these tasks resulted in misunderstandings and discrepancies of the actual data, like machine hours or attachments and technology.

Confidence in the data is critical for the sales team to serve customers and for customers to trust that they are receiving complete and accurate information about the major investment they're about to make.

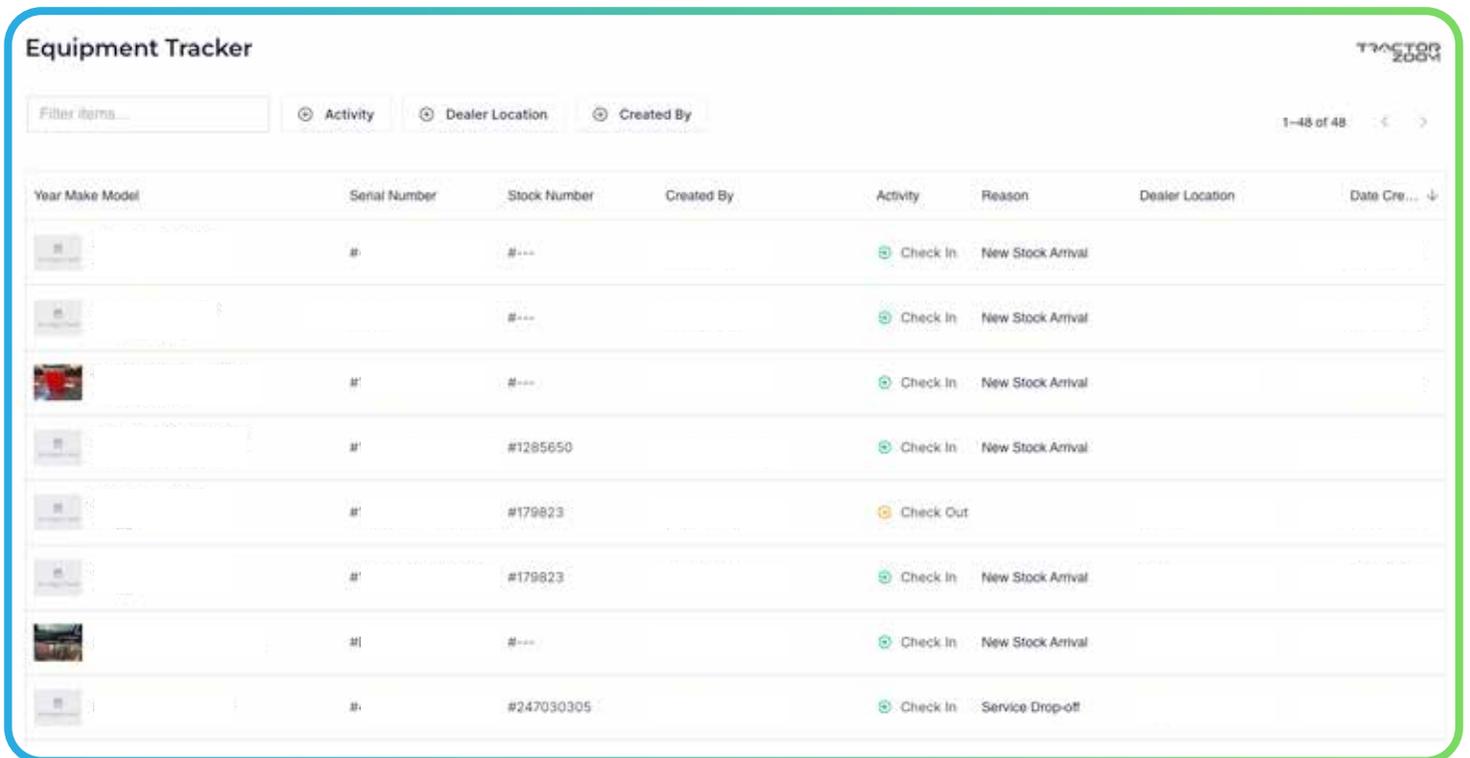


THE SOLUTION

Improved check-in and check-out process with Equipment Tracker

AgRevolution reached out to Tractor Zoom to collaborate on a user-friendly, digital solution that would effectively address their pain points.

“Our 2024/2025 goals were to design solutions that make life easier for our employees and this [Equipment Tracker] does that,” says Scott. “We also wanted to increase the confidence within our staff that the information in our systems is correct and this does that as well.”



The screenshot displays the 'Equipment Tracker' interface. At the top, there is a search bar labeled 'Filter items...' and three filter buttons: 'Activity', 'Dealer Location', and 'Created By'. The top right corner shows the 'TRACTOR ZOOM' logo and a page indicator '1-48 of 48'. Below the filters is a table with the following columns: Year Make Model, Serial Number, Stock Number, Created By, Activity, Reason, Dealer Location, and Date Cre... (with a dropdown arrow). The table contains several rows of data, each representing an equipment check-in or check-out event. The 'Activity' column uses colored icons: a green checkmark for 'Check In' and a yellow checkmark for 'Check Out'. The 'Reason' column provides details for each activity, such as 'New Stock Arrival' and 'Service Drop-off'.

Year Make Model	Serial Number	Stock Number	Created By	Activity	Reason	Dealer Location	Date Cre... ↓
[Icon]	#	#---		Check In	New Stock Arrival		
[Icon]		#---		Check In	New Stock Arrival		
[Icon]	#	#---		Check In	New Stock Arrival		
[Icon]	#	#1285650		Check In	New Stock Arrival		
[Icon]	#	#179823		Check Out			
[Icon]	#	#179823		Check In	New Stock Arrival		
[Icon]	#	#---		Check In	New Stock Arrival		
[Icon]	#	#247030305		Check In	Service Drop-off		

THE SOLUTION

Quick adoption and ease of use

Equipment Tracker is designed with a simple user interface that requires minimal training and accelerates adoption by the team. Lot coordinators, salesmen, and others can quickly access the Tractor Zoom Pro App on their phones, enter data about the asset, and complete the check-in by taking photos while in the app.

Once these steps are completed, an email is automatically sent to the inventory team who is notified to begin the next step in the process, whether cleaning, servicing, or adding the unit to inventory for resale.

The app is built to reduce the learning curve and enable staff to focus on their core responsibilities - **selling, servicing, and satisfying customers** - rather than getting bogged down in complex systems and dozens of communications.

Equipment Make Model

Details

Item

Serial

Hours

Horsepower

Dealer Location

Activity Type

Mechanical Inspection

Does the engine run as expected

Yes

Notes

THE SOLUTION

Accurate data and increased trust

A centralized location for all equipment data plus streamlined communication within the app supports better collaboration and ensures all dealership team members are aligned on the workflow for inbound and outbound equipment.

With the most up-to-date information at their fingertips, salespeople and used equipment managers can invest their valuable time in selling, repricing, and serving customers. And customers can rely upon the team and the data to be transparent and accurate.

While other dealerships may continue to struggle with a cumbersome process and the consequences, AgRevolution gains the competitive edge by adopting Equipment Tracker and incorporating it into their daily operations.



THE SOLUTION



Cost savings and boosted profitability

“We benefit from a quicker ‘go-to-market’ with used equipment because we can advertise them as they arrive,” says Scott. “We had an employee who was traveling to each store monthly just to confirm inventory. This will eventually remove that need.”

Equipment Tracker saves time, reduces errors, and prevents financial losses associated with damaged, lost, or misplaced equipment.

Especially in a market where every dollar counts, investing in a solution that directly improves the bottom line and contributes to sustainable growth pays dividends today and long-term.

TRACTOR ZOOM

Work smarter with Equipment Tracker and Tractor Zoom

Learn More



Book A Demo



At Tractor Zoom, we're driven to collaborate and gain a deep understanding of our clients' needs.

This solution is a result of our dedication to solving the critical challenges equipment dealers face every day. By partnering with our clients and focusing on their unique pain points, we are aligned with their goals and can help fuel their success. Keith Payne, Chris Scott, and Adam Scott, Regional Service Manager, were integral to the development of Equipment Tracker that will help others better control inventory and reduce costly mistakes.

Together, we're transforming industry challenges into innovative solutions that empower dealerships with actionable insights.