

Customer Service Powers Quick Turnaround Times for Emergency Vehicle Dealer Sentinel

Case Study

Company:

Sentinel Emergency Solutions

Industry:

Emergency Vehicle and Equipment Dealer

Location:

St. Louis County, Missouri

Employees:

50+

Website:

<http://sentineles.com/>



Sentinel Emergency Solutions is an authorized Rosenbauer emergency vehicle and equipment dealer and apparatus specialist located in St. Louis, Missouri. Sentinel has over 60 years of experience serving the emergency transport, fire rescue, and apparatus needs of organizations in Missouri, Illinois and Indiana. They sell, service, repair and customize various types of emergency vehicles including aerials, pumpers, tankers, rescues and brush trucks, in addition to selling fire apparatus and safety equipment.



Business Need

Local communities and municipalities depend on Sentinel for timely wreck repairs and new fire apparatus setups for their fire departments. Delays in supply fulfillment not only slow production but can impact public safety. So when Sentinel grew frustrated with long lead times and inattentive customer service from a national supplier, they turned to Superior Industrial Supply for their supply needs. Sentinel grew impressed with Superior's robust inventory and commitment to customer service, especially during the COVID-19 pandemic.

Solution

Sentinel had a business relationship with Superior dating back to 2010, though they primarily only purchased various odds and ends from them that they couldn't find anywhere else.

"There have been occasions when I needed something and no one else had it. I call Superior and they either had it in stock or could have it delivered the next day," said Andy Duecker Sr, Parts Supervisor at Sentinel.

"Our customers have so much on their minds. It's my job to help them stay on top of their production needs," said Ervin.

"Our Superior Sales Rep knows what we need, what inventory we have and keeps it well-stocked here and on their shelves."



About Superior Industrial Supply

Superior Industrial Supply is a leading distributor of the top brands in industrial supplies for hydraulic hose assembly, fastener supplies, and maintenance, repair and operating (MRO) applications serving St. Louis, Missouri, and beyond.

For more information on how Superior Industrial Supply can help your business needs, call 800-783-6501.



"We don't have to wait to order new parts," said Duecker. "Our Superior Sales Rep knows what we need, what inventory we have and keeps it well-stocked here and on their shelves."

Outcome

As a result of the partnership, Sentinel turned over 100 percent of their fastener and hardware business to Superior. In addition to the standard nuts, bolts, brass D.O.T. fittings and Grade 8 hardware, Superior supplies them with the stainless-steel hardware their operations need at a competitive price.

Sentinel's top priority is to return emergency vehicles to their departments quickly and in top working order— having effective inventory management is critical. "We always have what we need and in the rare instance we don't, they have such a large stock of our supplies and are right down the road," said Duecker. "Something that would have taken hours or days to order online, we have access to in 15 minutes. That's a huge time-savings."

Sentinel recently turned over about 60-70 percent of their electrical supply needs to Superior, including electrical hardware like butt connectors, rings, terminals and electrical wires. Sentinel also experienced success with Superior's hydraulic hose repair services, Will Call counter and robust hydraulic hose and fitting supply.

Not surprisingly, fire trucks have many hydraulic components that break down with time and usage. Repairing fire trucks can be time-consuming and costly. When a customer brought Sentinel an older fire truck for repair, nearly every hose was damaged and leaking. "We pulled every hose off of the truck and took it down to Superior," Duecker said. "They had the hoses made within an hour. As a result, we had a very short turnaround and gave the truck back to the customer within three days."

