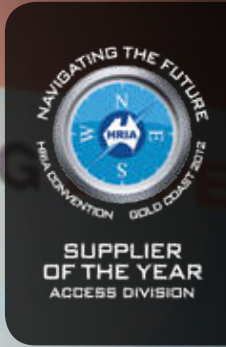


Access

ISSUE 12 2012 A JLG PUBLICATION



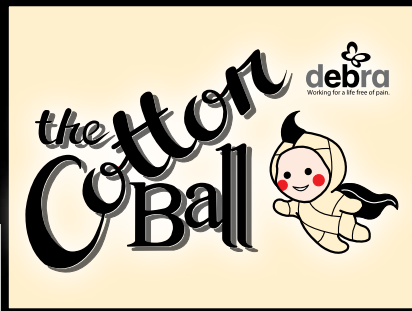
**FOR THE SECOND YEAR RUNNING JLG ARE NAMED
ACCESS SUPPLIER OF THE YEAR**

HRIA 2012



Highlights from the 2012 HRIA

THE COTTON BALL



An industry friend needs help

GROUND SUPPORT



Maximise your uptime

WELCOME

Welcome to issue 12 of Access, the magazine for JLG Industries' customers throughout Australia and New Zealand.

In the previous months we have seen some stability in the economy and growth in some sectors. This is very promising as we start to gear up for 2013. However, as we approach the final months of 2012 we reflect on some of the highlights we have experienced with our initiatives, customers and charities.

In May, the HRIA at the Gold Coast Convention Centre was again an extremely successful event. We took great pride in showcasing our ClearSky® and Ground Support initiatives and were again honored to receive the Access Supplier of the Year Award. Thanks to all those customers who joined us for a great night at the annual JLG Poker Night and we are pleased to have once again raised much needed funds for our chosen charity – CanTeen. A full summary of the HRIA can be found on pages four and five.

At JLG we have been working hard to ensure we are constantly innovating and improving on our products. On the opposite page we take a closer look at

some of the practical, durable and cost effective solutions which go into all our products to keep your equipment working harder for longer.

We also turn the focus on Force Access, a long-time JLG customer. Force has been supplying JLG equipment in the hire industry for a number of years and their commitment to safety is a value that JLG strongly shares.

Finally we are also proud to be helping an industry colleague who is holding 'The Cotton Ball' - a fundraiser to help assist children with a rare and painful skin disorder. While the Hire and Rental game is highly competitive, it constantly proves itself to be generous and caring. I know we are all proud to be part of an industry that contributes in many ways to the communities we operate in. Details of how you can help this cause are on page six.

I hope you enjoy reading this issue. As always, your feedback and ideas for future issues of Access Magazine are always welcome.

Bob Mules
General Manager
Australia and New Zealand



COVER



JLG accepting the Supplier of the Year Award at HRIA 2012

CONTENTS

Constant Improvement	3
Highlights from HRIA 2012	4
The Cotton Ball	6
CanTeen Benefit from JLG and The King	7
Case Study – Force Access	8
Don't Become a Statistic	10
24/7 Solar Power a Reality	11
JLG Ground Support	12
Customer Service – Ritz Carlton Style	14
Model in Focus – 1930ES	15



Since 1969 when JLG founder John L. Grove invented the first self-propelled boom lift, JLG has been working hard to find ways to make your job easier and safer.

With a commitment to engineering excellence it established benchmarks which it continues to raise with each new model as well as with upgrades to existing models. That's because JLG embraces innovation as part of its engineering DNA.

In fact, all-round engineering innovation is what keeps JLG as the preferred supplier to companies large and small all over the world.

Our engineers aren't just focussed on hydraulic or electronic solutions. They also focus on practical, durable and cost-effective solutions which make JLG equipment a genuine asset.

To get an understanding of how this benefits customers, here's a quick review of some of the latest initiatives on the JLG product engineering front.

New diesel powered JLG boom lifts in Australia are now supplied with advanced Deutz Tier 4i engines, ahead of local requirements for these tough standards and well equipped to reduce exhaust emissions, especially of particulates. The same technology is also fitted to RT scissor lifts.

Our diesel engine powered platforms are designed for the latest Ultra Low Sulphur Diesel (ULSD). They not only meet fuel sulphur reduction requirements, but with engine horsepower mapped and torque tuned by the Deutz EMR2 engine control they also reduce fuel usage.

Because of their impact on the environment, some may see these as environmental initiatives. For JLG however, they are engineering advances like countless others before them – all introduced to improve the usefulness of JLG equipment in the customer's hands.

The same rationale applies to the batteries and urethane filled tyres available for our equipment. Maintenance free batteries on engine powered equipment reduce the risk of electrolyte spills. The urethane filled tyres are low profile to help reduce tyre rubber and urethane fill disposal costs.

New features introduced for our ES Scissor Lifts include an inverter battery charger which can remain connected indefinitely, senses battery voltage and switches on for battery top-up charge when needed. The energy saving advantages of this advanced smart charger is simply another way to ensure the product provides a long, productive and cost-effective ownership experience.

You'll also find JLG ES Scissor Lifts are now fitted with Solideal tyres which incorporate an edge design with the ability to resist impact damage on the bonded tyre material during transport, delivery and travel on debris covered sites.

Even more engineering advances are on the way. Some will be dramatic, others will enhance features already built into our equipment. In every case they will provide more example of how JLG continues to be the leader in access equipment technology.

HIGHLIGHTS FROM THE 2012 HRIA CONVENTION

This year's HRIA Convention returned to the Gold Coast Exhibition Centre and with over 1100 people passing through the doors, 2012 has been heralded as one of the biggest to date.

Running from 1st - 4th May, this year's event didn't fail to deliver. The convention kicked off with two indoor exhibition days which was a great opportunity to showcase the new Ground Support initiatives JLG will be rolling out over 2012/2013. Our Technical Managers were on hand to demonstrate the benefits of ClearSky®, our remote equipment reporting and management tool and JLG University, an online technical training centre. In addition, our National Service Manager demonstrated our In Van Technologies (IVT) and their capabilities in the field. Attendees were also able to get a sneak peek at the yet to be released SkyGuard safety device, which will protect operators in the event of a possible trapping situation in a Boom Lift.

The annual Equipment in Action Day was again a hands-on experience with a chance to try out the 1500SJ Ultra Boom, L2906H Compact Telehandler and SkyGuard equipment. The 1500SJ proved a popular attraction with a constant queue all day with people eager to operate and test its capabilities. Attendees were also shown the operational benefits of SkyGuard with the

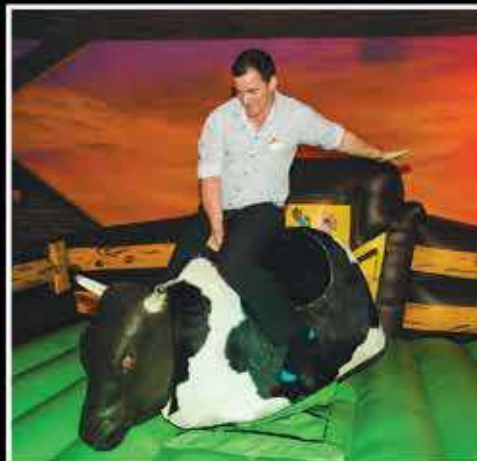
attachment on the 800AJ showing its enhanced platform control protection.

The finale to the convention was the annual gala dinner where JLG was acknowledged as Access Supplier of the Year for the second year running. The award was announced in front of 350 industry peers, recognising JLG's continued investment and excellence in field service, regional coverage and technical support systems. JLG wishes to thank all our customers for their continued support. We are committed to our customers to continually introduce Ground Support initiatives that optimise equipment uptime and safety.

With the outstanding success of HRIA 2012, the 2013 HRIA Convention is already in planning to be held for the first time at Sydney's Luna Park from 8th - 9th May. See you all next year!



**SUPPLIER
OF THE YEAR**
ACCESS DIVISION



JLG WILD WEST POKER NIGHT

WILD WEST ROLLS INTO TOWN

Taking place on the HRIA Convention's opening night, 2012 brought out the hay bales and checkered shirts for our Wild West evening. As everyone clipped on their sheriff's badges and settled into the saloon to 'bend an elbow', our special guest Wally 'The King' Lewis revved up the crowd with stories about his life and career.

CanTeen was again an important focus of the evening and Josh, a young CanTeen member, spoke about his own family's experience with cancer. In support of raising much needed funds for CanTeen, our official auctioneer, Wally Lewis rallied the crowd and increased the stakes for a signed Australian NRL Jersey. The auction was won by APZ Construction with the generous bid of \$5,400.

The night got into full swing with the annual Poker Tournament and bets were being made left, right and centre. As the night wore on, those who had played their hand (and lost) moved between Roulette, Blackjack and

Two-Up, and those brave enough channeled their inner cowboy/cowgirl on the mechanical bull.

Ultimately, the Lone Ranger, as the night's Poker Tournament winner was Ashley Lancaster from Coates Hire who took home the grand prize of a \$2,000 travel voucher. Finals table's runners up were John Wilson from United Access, James Nightingale from Alfasi Hire, Paul Phillips from Global Hire, Murray Rich from Rich Rigging and Tania Gook from Prime Rentals who each picked up a \$100 Red Balloon Voucher.

Thanks to everyone who attended the evening and those who were so generous in our NRL Jersey auction. We look forward to seeing you again next year at the 2013 HRIA.





the Cotton Ball

debra
Working for a life free of pain.



An industry friend needs help

At JLG we are passionate about helping others, in particular how we can help children living with adversity. This is why we partnered with the children's cancer charity CanTeen and why, when we heard one of our customers, Active Mechanical Access was holding a charity event to help children with a debilitating skin disorder, we had to be involved.

Active Mechanical Access in Victoria has been a loyal customer of JLG for over 20 years. However, while General Manager, Corey Wilkes, has been building the family owned company to become a leading provider of aluminium scaffolding and access services, personally Corey and his family have been facing a life changing disorder affecting their youngest child.

Corey's 16 month old daughter Tilly suffers from Epidermolysis Bullosa (EB), a painful rare genetic skin disorder which affects around 1000 people in Australia.

EB causes the skin to blister and separate and in severe cases the blisters may develop on soft tissue areas inside the body such as the mouth, stomach and lungs, and in some cases causes early death. Tilly suffers from the Simplex form of this disorder and requires meticulous nursing care treating wounds and changing dressings on her skin.

Since his daughter's diagnosis at birth, Corey has been affiliated with DEBRA Vic Australia. DEBRA offers financial and emotional support to families who are living with EB and uses donations to fund local and international research into a cure.

Seeing first-hand the impact of Tilly's condition and the lack of dedicated hospital staff with experience in dealing with EB, Corey has channeled his efforts into holding the first 'Cotton Ball', a fundraising event with the aim of raising \$100,000 to employ a nurse dedicated to treating EB patients at the Royal Children's Hospital, Melbourne.



In conjunction with DEBRA Vic Australia, the Cotton Ball will be held on Saturday 23rd March 2013 at the Melbourne Convention & Exhibition Centre. The evening will be a black tie event with live entertainment and auctions throughout the night. JLG will be donating equipment to be auctioned as well as proudly supporting Corey and the foundation by attending the evening.

We encourage all our suppliers and customers to get involved or make a donation to help this great cause with 100% of all proceeds from the event donated to DEBRA Vic Australia.

Tickets will be on sale from August 2012. For more information about EB, how to make a donation or to purchase tickets please go to www.thecottonball.com.au or contact Corey direct on (03) 9331 7499.



CANTEEN BENEFITS FROM

JLG AND THE KING

JLG has delivered again for CanTeen, the all-Australian charity which supports, develops and empowers 12-24 year olds living with and affected by cancer. Following on from last year's auction of a CanTeen decaled lighting tower, which raised over \$70,000 thanks to the generosity of Coates Hire, JLG supplied and auctioned an Australian Rugby League jersey personally signed by one of the sport's legends, Wally 'The King' Lewis.

The auction was held during JLG's annual poker night, which has become a 'must attend' event during the annual HRIA show. Wally Lewis was the guest speaker for the event and then took on the role of auctioneer for the jersey, which was framed in a one-off CanTeen inspired design. Enthusiastic bidding resulted in the jersey achieving a sale price of \$5,400.

The winning bidder was Adam Zuvella from APZ Construction, who purchased the item as a gift for industry colleague, John Jones of Access Group Australia to thank his company for their outstanding commitment and support.

In another incredible show of generosity, John Wilson of United Access in Melbourne made an additional donation of \$2,500 to CanTeen on the night.

CanTeen General Manager, Operations & Services, Dr Claire Treadgold said that the organisation and its members were touched by the generosity shown by the Hire and Rental Industry.

"The \$7,900 raised at the JLG event is enough to enable 15 young people living with cancer the opportunity to attend a CanTeen New Members Program.

"At the Program, these young people have the opportunity to meet other young people in similar situations, receive vital support and talk about their experiences often for the first time. We would like to thank JLG for their ongoing commitment and support of CanTeen and attendees of the event for their generosity," said Dr Treadgold.

Each year about 1000 15-25 year olds are diagnosed with cancer in Australia. Altogether, 1 in 100 Australians is diagnosed with cancer by the age of 30 and cancer is the leading disease killer of young people in Australia.

Every year 15,000 young Australians have a parent diagnosed with cancer, which can have a devastating impact on a young person. A cancer diagnosis causes fear and uncertainty and can threaten the security of a young person's world, leaving them feeling vulnerable, frightened and confused.

No matter where a young person is on their cancer journey or how their life has been impacted, CanTeen provides a safe environment where they can learn how to deal with the emotional, physical and practical issues of living with cancer and take back control of their lives.

"CanTeen doesn't get the exposure of some of the other cancer charities, but has an inspiring and critical approach to help young Australians affected by cancer. It delights us to provide the event and the products that have helped raise over \$80,000 during the past two years," explains Bob Mules, General Manager, Australia and New Zealand.



RUGBY LEAGUE LEGEND WALLY LEWIS
PERSONALISING THE AUSTRALIAN JERSEY
FOR THE SUCCESSFUL BIDDERS



Fundraising on Behalf of

CANTEEN

The Australian Organisation
for Young People Living with Cancer

Safety is DRIVING

After more than 15 years of continuous growth, Force Access is still aiming high, still expanding and still evolving to anticipate market needs.

This dynamic elevating work platform equipment company has dramatically transformed itself from the original outlet which opened in Brisbane in 1994.

In fact, Force has not only expanded nationally to operate a network of 18 strategically located branches, but with a fleet of nearly 4500 machines it has joined the ranks of the global top 25 in its field.

The company's consistent aim has been to establish and secure a high awareness level in the market for having quality equipment, outstanding customer service and leading industry safety standards. And that corporate commitment to safety goes well beyond promoting a unique selling point.

For example, in 2010 Force Access was the first in the industry to attain AS/NZS 4801 Occupational Health and Safety certification across the entire branch network. "AS/NZS 4801 Safety Accreditation isn't just a desktop audit process," Drew Semken, Group Managing Director said. "It involves a rigorous onsite audit of all our branches and, crucially, the ongoing commitment of all our staff.

"Our mining customers have always been extremely safety focussed, and in recent years the major construction companies in the metropolitan markets have adopted many of the safety systems and procedures that have previously been the domain of the miners. Our approach to safety has now become a critical aspect of how we do business together.

"The commitment to safety in our company starts at the board level. Health, safety and environmental compliance is a key topic at every board meeting and that translates right through the business."

Force Access monitors its safety goal performance by using a cloud based system provided by '3DSS' Safety Management Systems. The system is interactive rather than being just an online repository.

"Safety is a key part of our business," Semken adds. "In the case of JLG equipment it is imperative that any servicing we do is completely by the book. We certainly never carry out any modification of equipment outside of the OEM specification.

"JLG equipment plays a key role in the Force Access fleet and has done so for a long time. We align ourselves with quality, safe equipment that will give us a superior long term return on capital. We have a very diverse range of JLG products and the performance of the JLG fleet has been outstanding.

"In recent years the majority of JLG equipment we have purchased has been heavy equipment, including ultra booms and knuckle booms. We've also purchased a considerable number of JLG 340AJ knuckle booms - a new product we got on board as soon as it was released.

"In assessing potential new equipment for our fleet we're looking for safety, durability, the availability of spare parts and the technical expertise of the manufacturer. That's what we get with JLG.

"Force Access has Australia's largest team of access equipment technicians - we've got over 100 technicians around Australia and as part of our service offering we are able to perform repair work on JLG equipment that's still under warranty.

"That's come about through very close collaboration with JLG and the training of our technicians to factory standards - something that is extremely valuable to our customers, especially in remote locations.

"In recent times we have committed a lot of JLG equipment to customers in remote locations. We do so because it is well received in challenging work environments."

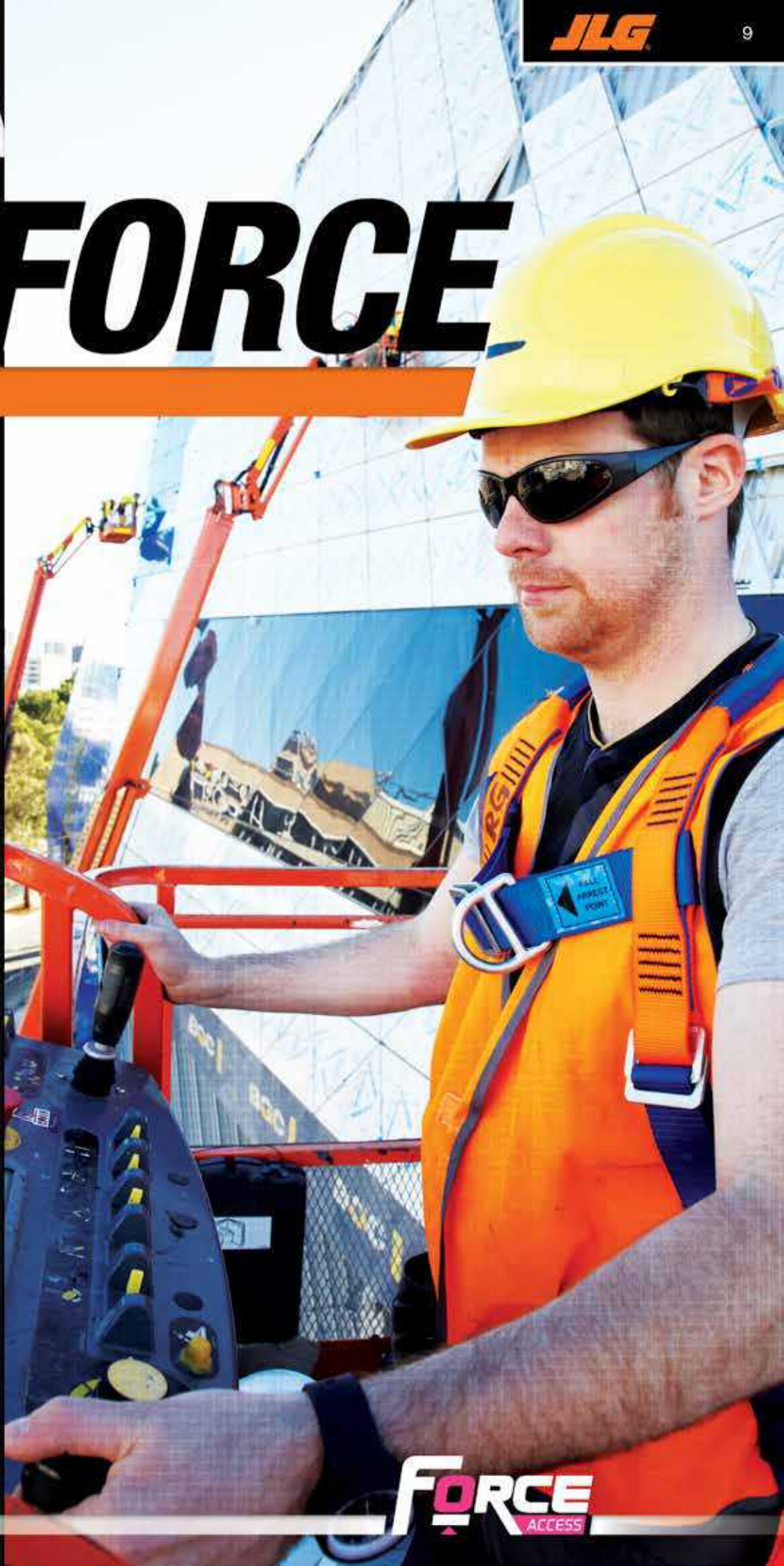
Force Access sees itself as Australia's pre-eminent supplier of elevated work platforms for hire, across multiple industries and regards it as essential that the quality of its relationships with OEMs is absolutely first class.

"We take that relationship very seriously and it is one where trust plays a big part. In the case of JLG we've had a relationship with General Manager Bob Mules going back almost 20 years.

"JLG are always committed to doing things better. They seem to have a strong emphasis on listening to their customers and understanding changes in their particular needs."

Perhaps it's not surprising that JLG and Force Access have such a strong relationship. That strong customer focus is just one of many attributes the two organisations share.

WING FORCE



FORCE
ACCESS

DON'T BECOME A STATISTIC



According to an Australian Bureau of Statistics (ABS) report released late last year, “The number of people experiencing a work-related injury or illness has declined.”

That's the good news. The report goes on to say, “In 2009-10, about 640,700 people (5.3% of the 12 million people employed at some time in the last 12 months) experienced a work-related injury or illness, compared with 690,000 (6.4%) in 2005-06.

Men lead the statistics

“More than half of people who experienced a work-related injury or illness were men (56%) and around 30% of persons who worked at some time in the last 12 months had not received formal training in workplace health and safety risks.

“The highest rates of work-related injury or illness were experienced in the 45-49 year age group (74 per 1000 men and 70 per 1000 women). The decrease in the rates of incidence of work-related injuries was highest for young men,” the report says.

It's interesting to note that older men are most at risk and younger men are becoming less likely to sustain work-related injuries. This could reflect both older men's attitude of “she'll be right, I've done this a million times” and the impact of increasing workplace training and WHS awareness amongst younger employees.

Most common injuries

The report concluded by saying, “The most commonly reported injuries or illnesses were sprains and strains (30%), followed by chronic joint or muscle conditions (18%), and cuts or open wounds (16%). Around half of the most recent work-related injuries or illnesses were sustained by lifting, pushing or pulling objects (27%) or by hitting or being hit or cut by an object (25%).”

The lessons everyone can take from these facts and figures – but especially those who work amongst heavy machinery in

workshops and on job sites – is that the everyday acts like lifting, carrying, pushing and pulling can easily lead to injury. Similarly, carelessness, inattention and/or poor work space management can result in injuries including cuts, sprains, falls and the like.

It's all about you!

Safety on the job is everyone's responsibility. Training, awareness and a culture of ‘doing the right thing’ pays off in ways that can not only significantly reduce workplace injuries; they can improve a company's bottom line.

However, the real bottom line is: Don't become a statistic!

LESS IS MORE!

Routinely working long hours can put a strain on your social life; however here is a suggestion that it can also cause depression?

Scientists conducted a study of more than 2000 British civil servants with an average age of 47. None had pre-existing mental health problems and researchers adjusted their results to rule out other risk factors like socioeconomic status, social support, gender and substance use.

Over a five year period it was recorded that those who routinely worked 11 or more hours per day had more than double the risk of developing depression compared with those who usually worked 8 hours or less.

While the results are not conclusive, a number of factors might explain the increase in risk. People who work longer hours often sleep less, exercise less and experience more stress. They can also be more isolated from friends and family and are at greater risk of experiencing other health problems, like heart disease.

24/7 SOLAR POWER A REALITY

Spanish Gemasolar power plant achieves the seemingly impossible...

The Gemasolar Concentrated Solar Power (CSP) plant near Seville, Spain, has achieved a full 24 hours of solar power production one month after starting commercial operation. The 19.9 MW plant uses a huge array of mirrors to heat a molten salt storage system in the central tower, which is then used to run steam turbines, resulting in the ability to continue energy production after the sun goes down.

The Gemasolar plant opened in May 2011 in Fuentes de Andalucía. Its central tower is surrounded by 2650 heliostats (mirrors) that cover approximately 185 hectares. The mirrors concentrate solar radiation at a ratio of 1000:1 and at the central receiver in the 140 metre tower, temperatures can exceed 500°C.

The molten salts, which are able to retain 95 percent of the radiation from the sun's spectrum, are then stored in specially designed tanks where high temperatures can be maintained at a level to facilitate the generation of electricity through steam turbines, even at night.

"Gemasolar achieved optimal performance in its systems in the last week of June," said Diego Ramírez, Director of Production at Torresol Energy.

"The high performance of the installations coincided with several days of excellent solar radiation that made it possible for the hot-salt storage tank to reach full capacity.

"We're hoping that in the next few days our supply to the power grid will reach an average of 20 hours a day."

The plant has already started supplying electricity to 25,000 local homes and more plants are planned in Spain, in addition to two under construction by the same consortium in the United Arab Emirates.

Interestingly, technology-giant Google announced in April 2011 it is investing US\$168 million in the world's largest concentrated solar power plant, to be built over 1500 hectares in California's Mojave Desert and featuring 173,000 heliostats. Planned to produce 392 MW once it comes on line in 2013, it will single-handedly almost double the amount of electricity produced commercially by solar means in the United States.

The potential for this type of power generation for a sun-drenched continent like Australia cannot be overstated. As the technology develops and efficiencies in both the mirror and heat-conversion systems increase, CSP has the potential to provide a significant amount of this nation's electricity requirements – without on going raw materials input, waste products or carbon emissions.



FIELD SERVICE COVERAGE

No matter where your access equipment works, JLG has you covered. From capital cities to regional centres and remote work sites we have an integrated support network with just one aim: to keep your machines working.

REGIONAL COVERAGE

Our recent extensive customer survey told us that most of our customers rate regional coverage as extremely important. Over the past three years we have invested greatly in our support network and now have service capabilities in the following areas:

- Brisbane, QLD
- Gladstone, QLD
- Mackay, QLD
- Newcastle, NSW
- Port Macquarie, NSW
- Sydney, NSW
- Canberra, ACT
- Melbourne, VIC
- Shepperton, VIC
- Adelaide, SA
- Hobart, TAS
- Karratha, WA
- Perth, WA
- Alice Springs, NT
- Darwin, NT
- Auckland, NZ
- Bay of Plenty, NZ
- Christchurch, NZ
- Wellington, NZ

FACTORY TRAINED

More than just a tag line, JLG factory training is the real deal. It's why our service technicians are so good and it is your guarantee of the right service, on time, every time.

IN-VAN TECHNOLOGY (IVT)

Standard equipment in every JLG service van, IVT connects wirelessly to our Baseplan system software and provides equipment history access and updating, parts ordering, real-time job status and much more.

SPARE PARTS

Every piece of JLG access equipment is designed as an integrated unit and every component is designed, engineered and tested to ensure the highest levels of safety and reliability.



THE SERVICES WE OFFER THAT HELP INCREASE EQUIPMENT UPTIME.

Non-genuine spare parts are manufactured to a price, not a standard. This can directly compromise safety and serviceability; adversely affect other components and lead to reduced reliability, increased downtime, lost profit and reputation.

Only genuine JLG spare parts are engineered to the same standards as new JLG access equipment and only genuine JLG spare parts carry a 6 month JLG warranty.

Importantly, genuine JLG spare parts incorporate the latest technological and manufacturing upgrades, ensuring compliance with software revisions and guaranteeing the maximum return on investment.

Only JLG genuine spare parts:

- Ensure maximum compatibility
- Incorporate the latest upgrades
- Carry a 6 month JLG warranty

For customers operating mixed fleets of access equipment, JLG now offers a range of popular and high volume aftermarket parts for most major brands. Items such as hydraulic and fuel filters, cables, sensors and battery chargers, for example, can be ordered and supplied through the JLG parts department and are available at very competitive prices.

TECHNICAL SUPPORT

JLG's National Technical Support Centre delivers world-class service, information and advice to customers and service technicians around Australia.

Customers' own service staff can use JLG technical support for a range of purposes, from simple enquiries regarding parts usage or procedures to in-depth requests for detailed assistance with complex tasks.

Similarly, JLG's field service technicians can access the company's entire technical resources, adding an invaluable extra level of resourcing to service or repair jobs undertaken on the job.

IN SUMMARY, YOU CAN USE OUR TECHNICAL SUPPORT CENTRE TO:

- Obtain assistance when troubleshooting a machine fault
- Obtain copies of hydraulic and electrical schematics
- Get assistance with major repair procedures
- Confirm warranty claims
- Check for current and outstanding field service bulletins

REFURBISHMENT

JLG's reconditioning service is ideal for equipment five to fifteen years old. The process has several levels of value depending on your specific needs, and we can tailor solutions from basic reconditioning to more involved processes including engine rebuilds, conversion from two-wheel to four-wheel drive or reconfigurations. All JLG reconditioning work is backed by our 3 months parts and labour warranty.

The advantages of having your JLG access equipment reconditioned includes:

- Reducing operating costs to like-new levels
- Increasing machine productivity and performance
- Resale value and rental rates from between 15 to 50 percent
- Extending the useful life of your asset
- Preserving capital and equalising fleet age
- It's also more economical than repairing systems individually

INSPECTIONS AND REPAIRS

Australian Standard AS 2550.10 requires elevating work platforms in Australia to have a major inspection at 10 years, then every 5 years thereafter. These inspections are thorough and exacting and JLG has a team of authorised specialists dedicated to carrying them out.

For added convenience, JLG also inspect and certify other brands of machines.

Our reconditioned products meet or exceed the applicable standard and we include a full 3 months' warranty in our 10-year refurbishment package.



Customer Service Ritz-Carlton style

What Apple is to innovation and Rolex is to quality Ritz-Carlton is to service.

Consider the luxury hotel chain's famous \$2,000 customer-satisfaction pledge. This remarkable program, allows any Ritz-Carlton employee, regardless of rank, to decide alone to spend up to \$2,000 to resolve any customer problem. To date, no Ritz-Carlton employee has felt it necessary to spend the full amount on behalf of a customer, but many take creative action to address problems promptly. This policy sends a powerful signal to Ritz-Carlton clients and employees about how much the company values quality and service.

Service that Anticipates Customers' Needs

Instead of providing "reactive service," which involves spotting a negative customer experience and fixing it, providing "anticipatory service" prevents the negative experience from happening in the first place. You want employees to anticipate what your customers need. Providing this level of "customer satisfaction" has four pivotal aspects:

1. **"Perfect product"** – Unless your product or service is as flawless as possible, customers will always feel the need to keep seeking an alternative.
2. **"Caring delivery"** – If your employees don't interact with your customers in a caring manner, their bad attitudes will colour your clients' feelings about your products or services, no matter how ideal they may be.
3. **"Timeliness"** – If you don't deliver on time, you're already in the wrong.
4. **"Effective problem resolution"** – Problems sometimes occur even in the most polished organisation. How your company handles them makes all the difference.

To build loyalty among customers, deliver top quality service all the time to cultivate truly devoted clients who stop looking for alternatives. Even though customer loyalty is pivotal, many managers don't know how to foster dedicated followers. To begin, learn what makes your customers tick and use that knowledge to build sustaining relationships. Without that connection, clients may view your goods or services as easily replaceable commodities.

Language Engineering

To engender customer loyalty, teach your employees what type of terminology to use. The kind of language they employ is far more important than the words in your marketing materials.

The right words can make service breakdowns bearable, just as the wrong words can quickly dismay even the most satisfied customers. To illustrate, consider the following examples: Telling a customer "you owe..." is bad usage however saying "Our records show a balance of..." is much better. Saying "you need to..." is abrupt; to be more courteous, instead say: "We find it usually works best when..." Saying "please hold" is curt, but saying, "May I briefly place you on hold" is gracious. Of course, words will only take you

so far. Your actions will be equally solicitous. For example:

- **Don't screen calls** – This practice alienates current and potential customers.
- **Answer the phone quickly** – Unanswered rings create anxiety, then anger.
- **Make sure customers can reach you easily** – Putting "please do not reply to this message" at the bottom of a mass email is not the way to win friends.
- **Back up your website with personable people** – Having your telephone staffer initiate a call by saying, "Hi! This is Jane at Company X" is impersonal. Personalise your interactions with clients by using full names "Hi, this is Jane Chang."
- **Include salutations in all emails** – You would not send out a standard letter without a Dear or a Hi. Be as polite in your emails as you would be in a letter.

"Service Recoveries"

Ensure that everyone in your organisation feels responsible for helping customers resolve problems or complaints. Follow four steps to get things back in shape for your customers:

1. **"Apologise and ask for forgiveness"** – Make your regret personal, believable and sincere. Acknowledge the customers' grievance.
2. **"Review the complaint with your customer"** – To find out exactly what happened, you will need to ask some pertinent, basic questions, along the lines of "Did you plug it in?" That's called the DYPIL question, and will help you discover if the client took the necessary first steps to make a product function.
3. **"Fix the problem and then follow up"** – Use this opportunity to establish a tighter bond by offering the client something additional, for example, a free upgrade. This will restore a feeling of justice to the customer, who currently feels wronged. Once the problem has been resolved, follow up to show your concern.
4. **"Document the problem"** – This is the way to learn from any mistakes and to track the causes of the problem.



Proportional drive, lift and lower gives smooth control.

Outdoor rated for 1 person. Rated for 2 persons for indoor use.

Compact size and narrow 76cm (30 inches) width for ease of access through standard size internal doorways.

BDI display (battery discharge indicator) indicates battery charge and control system fault codes for ease of maintenance and lowers the cost of ownership.

Minimum hydraulic components reduce maintenance and operating costs. Less oil = less cost of ownership.

Tie down and lifting lugs for ease of transport.

Ground controls (reachable from the side or rear) can raise and lower the platform and override the LSS feature.

Electric drive motors and reduction hubs on front steer wheels for maximum traction and easy turns.

Available with optional 6V 220A AGM sealed batteries to remove the need to check the battery electrolyte levels. Reduces cost of ownership.

Pothole protection bars reduce ground clearance when elevated and increases ground clearance when lowered for obstacle free travel.

Enclosed platform controls and enable trigger protect joystick from inadvertent operation. One handed operation for operator comfort and control.

Low maintenance non-skid aluminium platforms with extension deck. Platform Load sensing systems provides compliance to the current ASNZS1418-10 2011 Standard.

Automatic Inverter style battery charger that monitors battery voltage and adjusts charging time to reduce electrical power usage. Battery Charger is interlocked to prevent functions when on charge and will work with long AC extension cable.

Tilt sensor and arm sensor detects chassis tilt and platform height and allows up to 3 degrees for and aft x 3 degrees side to side tilt above stowed position, to 3 degrees for and aft and a minimum 1-1/2 degrees side to side tilt at full elevation.

Manual bleed cable reachable from the side or rear of the chassis can lower the platform without the need for power.

Non-marking solideal tyres with new edge design on solid cast steel rims.



SPECIFICATIONS

Dimensions:

Platform Height (max.)	5.72m	Ground Clearance	0.09m
Platform Capacity Standard	230kg	Platform Width	0.76m
Overall Width	0.76m	Platform Length	1.87m
Wheelbase	1.60m	Hydraulic Tank Capacity	4.73 Ltr
		Operating Weight	1,550kg

1930ES

GROUND SUPPORT PUTTING YOUR WORK ABOVE EVERYTHING.



When it comes to JLG Ground Support it's all about you: your productivity, profitability and uptime – from the purchase of your first piece of equipment through to training, parts and maintenance.

Your needs. Your uptime. JLG is on the job to fulfill your every need, from repair, reconditioning, same-day parts and much more. We're here to support you.

FOR ALL YOUR JLG NEEDS INCLUDING:

New Equipment

Used Equipment

Financial Solutions

Parts

Service & Repairs

Refurbishments

Tech Support

Training

CONTACT YOUR JLG AUSTRALIA OR NZ BRANCH ON:

JLG BRANCH	STATE MANAGER	SALES EXECUTIVE	SERVICE MANAGER	SPARE PARTS MANAGER
QLD	Stan New	Owen McInnes	Steven Livingstone	Nick Beer
Phone	07 3309 9111	07 3309 9111	07 3309 9111	07 3309 9111
Email Address	sanew@jlg.com	ojmcinnes@jlg.com	sclivingstone@jlg.com	nbeer@jlg.com
NSW	Allan Jones	Cameron Balli	Jamie Konz	Michael Buxton
Phone	02 8718 6300	02 8718 6300	02 8718 6300	02 8718 6300
Email Address	acjones@jlg.com	cballi@jlg.com	jkonz@jlg.com	mbuxton@jlg.com
VIC	Stephen Noney	Bruce McNair	Roger Lancaster	Daniel Reeve
Phone	03 9554 4333	03 9554 4333	03 9554 4333	03 9554 4333
Email Address	sanoney@jlg.com	bsmcnair@jlg.com	rdlancaster@jlg.com	djreeve@jlg.com
SA	Mathew Farrington	Mathew Farrington	Ray Green	Daniel Parisi
Phone	08 8259 8777	08 8259 8777	08 8259 8777	08 8259 8777
Email Address	mrfarrington@jlg.com	mrfarrington@jlg.com	rggreen@jlg.com	dparisi@jlg.com
WA	Scott Williams	Damian Lane	Lee French	Jason Hudson
Phone	08 6253 1222	08 6253 1222	08 6253 1222	08 6253 1222
Email Address	swilliams@jlg.com	dalane@jlg.com	lfrench@jlg.com	jphudson@jlg.com
NZ	Graeme Hicks	Graeme Hicks	Stephen Ludlow	Stephen Ludlow
Phone	64 9276 1728	64 9276 1728	64 9276 1728	64 9276 1728
Email Address	gjhicks@jlg.com	gjhicks@jlg.com	sgjudlow@jlg.com	sgjudlow@jlg.com

