

Moranbah Discount Tyres and Mechanical

Bring the City to the Bush

CASE STUDY

Moranbah Discount Tyres and Mechanical Pty Ltd (MDTM) has developed and introduced a range of product and process innovations that has increased the service range and repositioned the business in the local and regional economy to reach new segments of the market. In addition, there is evidence the business is innovating in human resource management.

Platronics Test Machine

The business invested in a Platronics Test Machine that is usually only seen in large city dealerships. The investment in the tool has repositioned the business in a very competitive market. The platronics system takes 30 seconds to diagnose and produce a detailed report that provides evidence of the current performance levels on specific vehicle components.

The test measures and reports on the optimal brake performance and tyre wear of the vehicle, which is then utilised to inform customers of any relevant repairs that may be required now or in the future to maintain vehicle safety and improve fuel economy.

Leaders in customer service

The business has built strong technological systems to ensure customer service and customer satisfaction is tracked and continuously improved. By building and using an integrated customer management system, the business is able to establish a comprehensive profile on every vehicle that MDTM services or repairs within the fleet management system. This information enables MDTM to effectively engage with customers, provide reminders and monitor feedback.



Platronics Test Machine

The business is also backing itself by providing a free 24/7 Road Side Assist package for six months to every retail customer who uses their vehicle repair and servicing arm. This level of service is usually only offered by prestige vehicle dealerships in large cities. The business has a motto of 'Bring the City to the Bush' and these innovations in part demonstrate this commitment and investment.

Our most important resource

The company has demonstrated human resource process innovation methods including an organic continuous improvement process which engages their workforce in the business improvement process. Employees are encouraged to bring forward concepts that will maintain MDTM as leaders in the industry to ensure competitors cannot compete with MDTM in service, productivity, efficiency, time management and safety. In addition, the company has grown with a conscious intention of developing staff together and positioning the business to attract training at the facility based in Moranbah, Queensland. This gives the firm a competitive edge in cost reduction and a process edge through team building.

The staff reward and recognition program of MDTM is well known in the region. The business attends events as a team and employees are often surprised by well-considered gifts which reward the employee and his/her family for their contribution to whole of business outcomes.

For example, all employees were recently rewarded with accommodation vouchers for a weekend away at a five star resort for themselves and their families.

MDTM is an outstanding business on many levels, exemplifying strong supply chain management by building and supporting other local business. This process has achieved 40 per cent of their procurement being sourced directly within the local economy of Moranbah, with the remaining 60 per cent of the company procurement being sourced from regional and national suppliers.

The innovation of MDTM is a sound example of a business within the Mackay Isaac Whitsunday region doing things differently and well. MDTM has participated and engaged with the Department of State Development over many years and have been regulars at training events offered through State and Federal Government. The business has consciously planned their growth to maximise their contribution to the local and regional economy.



Moranbah Discount Tyres and Mechanical premises in Moranbah