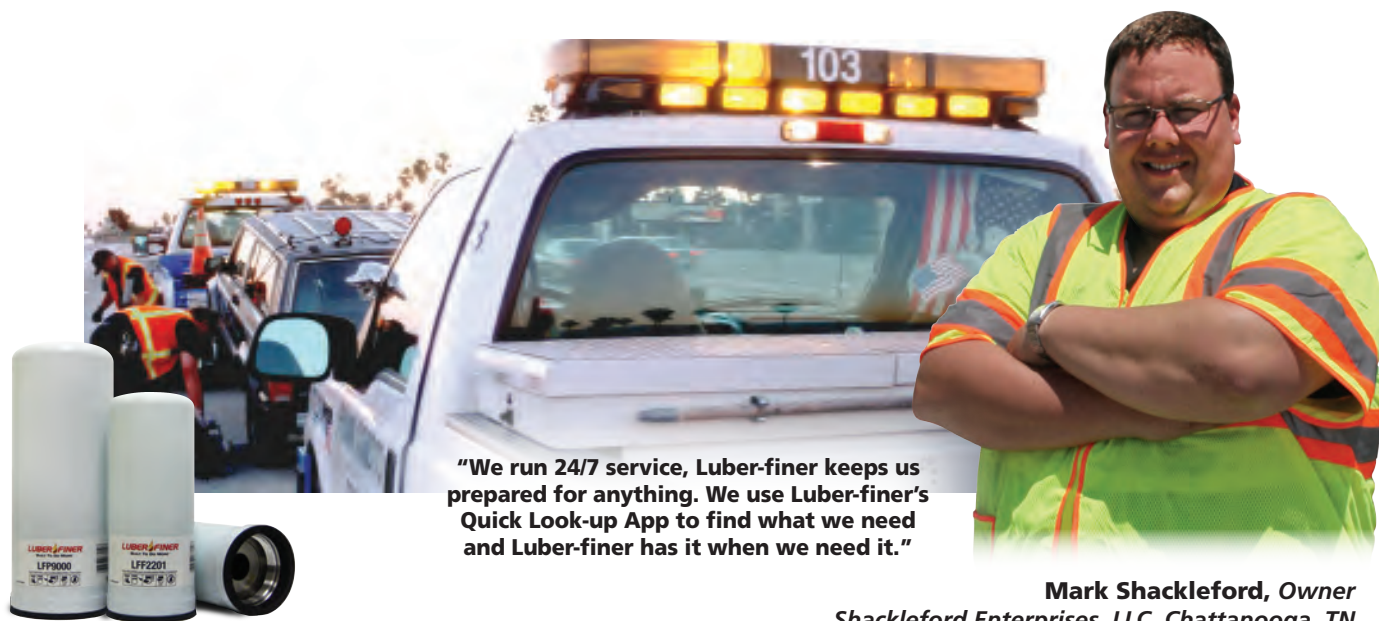


A Mobile Solution for a Mobile Operation

Shackleford Enterprises provides quick and efficient roadside service with help from LUBER-FINER® mobile website application



"We run 24/7 service, Luber-finer keeps us prepared for anything. We use Luber-finer's Quick Look-up App to find what we need and Luber-finer has it when we need it."

Mark Shackleford, Owner
Shackleford Enterprises, LLC, Chattanooga, TN

It probably wouldn't be much of a surprise to learn that a saying as meaningful as "time is money" was first used by Benjamin Franklin in 1748. After all, the phrase has been around for as long as any of us can remember, referring to the notion that time is valuable and money is lost when time is not used productively. And while Franklin was obviously not referring to the situation when a fleet truck breaks down on the side of a highway, the phrase certainly rings true in that very instance.

When a fleet truck breaks down and its productivity is interrupted, it not only wastes the valuable time of the driver, but can also have an extremely adverse affect on a company's bottom line. In order to make money, fleets need to be on the road making deliveries and hauling freight. So when a fleet truck is knocked out of service, getting back on the road in the quickest, most efficient and safest way possible is of the utmost importance.

As the owner of Shackleford Enterprises, LLC, Mark Shackleford may understand this concept better than anyone. You see, from his base of operations

in Chattanooga, TN, Shackleford and his team have been providing 24-hour emergency response service to truck fleets along Interstate 75 throughout Georgia, Tennessee and Alabama since 2003.

"We pride ourselves on providing quick and efficient 24-hour emergency response roadside service to Class 3 to Class 8 heavy-duty vehicles," explained Shackleford. "On average, we receive between six to eight emergency calls a day at each one of our mobile service locations in Chattanooga, Cleveland, Clarksville, and Nashville, TN. And while we never really know what to expect when we roll up on the scene, the majority of our emergency calls involve fuel, flat tires and lube. In many cases, it is just a simple fuel-filter change or someone has run their vehicle completely out of fuel. But no matter what the situation calls for, nobody likes sitting on the side of that interstate, so our main priority is to ensure repairs are made in the speediest manner possible to get our customers back on the road quickly and safely."

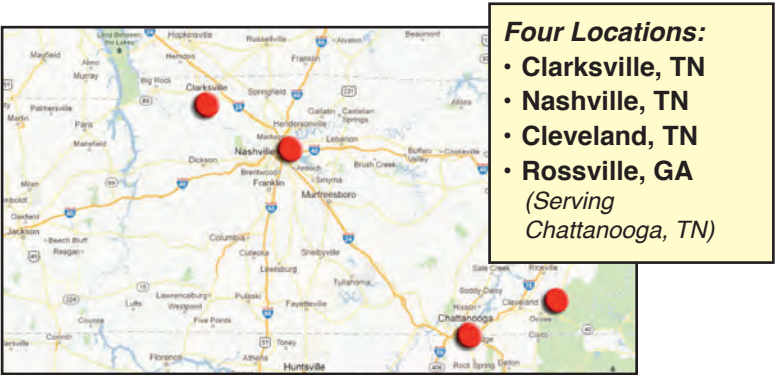
While the majority of their business is conducting emergency roadside service on Class 8 commercial trucks, the diesel and gas engine technicians at Shackleford Enterprises also service a wide range of heavy-duty machinery and farm equipment. Shackleford Enterprises offers a variety of trailer repair services, including lighting, roofs, forklift damage, tandem slides and landing gear. In addition, Shackleford Enterprises maintains two shop facilities that provide customers with an in-house repair option to handle non-emergency situations.



“We opened our first shop facility in Rossville, GA, about three-and-a-half years ago to help supplement our customer base in and around the Chattanooga area,” said Shackleford. “It utilizes five bays and provides our customers with repair options that are not applicable to the roadside environment. However, since we are primarily a roadside vehicle recovery and repair company, I was a little hesitant about how a shop facility would fit into our operation. But opening up a shop turned out to be not only a great opportunity for us, but for our customers as well. In fact, we experienced such a tremendous success with our Rossville location, we decided a few months ago to open another shop in Clarksville to serve our Nashville customers.”

Streamlining The Business

With four mobile locations and two in-house shop facilities located throughout Tennessee and Georgia, Shackleford Enterprises needed to ensure that all of its operations continued to run as efficiently and productively as possible. A major problem many businesses experience during times of expansion is when all of their employees are not based in one primary location.



“When it comes to fleet breakdowns, our customers don’t expect anything less than quick prompt service, regardless of which shop or mobile location is handling the service,” explained Shackleford. “That’s what we have built our name on and that is what we are going to continue to provide. With our locations spread out all around the Tennessee area, we definitely were looking to streamline our operations in order to keep them running as efficiently as possible.”

One way to continue to provide customers with quick and efficient service was to make certain that every technician at Shackleford Enterprises was prepared with the right parts and had the correct inventory on their vehicles. This might sound like a simple solution, but when a technician is never entirely sure what to expect from one job to the next, it definitely complicates matters. Being prepared for any situation on the road would save Shackleford Enterprises’ technicians a substantial amount of time when performing roadside service and help get customers back on the road more promptly.



“Most of the emergency calls we receive don’t come directly from the driver on the scene; so most of the information we get comes to us second hand,” said Shackleford. “When we respond to a call, we oftentimes don’t really know what the situation will call for until we roll up. To continue to streamline our process, we needed to incorporate some new technology into our day-to-day operations that helped our technicians identify the correct parts, tires and other equipment needed at the breakdown site.”

The Mobile Solution

When searching for a solution to help keep operations running efficiently, Shackleford Enterprises came across the mobile application and parts look-up tool from Luber-finer®, a global leader in heavy-duty filtration since 1936. Covering the entire range of Luber-finer filters for the automotive, medium-duty and heavy-duty markets, Luber-finer’s mobile application tool has been designed to provide installers and partners with quick and easy one-click access to filter product searches and cross-reference information to help speed filter change productivity. In addition to providing quick product search and cross-reference information, the Luber-finer mobile application allows users to quickly and easily look up their nearest Luber-finer distributor or re-seller with the touch of a button.

“The Luber-finer mobile application that we use on our smartphones and our Android tablets helps create a situation where we can efficiently find, cross-reference and locate a filter we might need on the road,” explained Shackleford. “Every one of our employees uses the Luber-finer cross-reference tool. Not using it is not even an option for us. We don’t use manuals and catalogs; those are a thing of the past. So Luber-finer’s mobile application keeps us more efficient on the road and helps get our customer back into operation faster.”



The introduction of its mobile application is just another example of how Luber-finer goes above and beyond for its customers. In fact, in the fall of 2010, Luber-finer introduced a new tagline – **Built To Do More™** – that expresses its core value of going the extra mile for its distributors and customers. From the passion and genuine service provided by its sales,

engineering, manufacturing, logistics and customer-service teams, Luber-finer provides its customers with a value-added customer-care dimension while delivering the best quality filters in the industry.

“Luber-finer did a great job at recognizing its customers were in need of a product like this,” said Shackleford. “And the fact that it is free of charge is just an additional perk. This proves their customer support capabilities. We always want to go above and beyond for our customers, and I feel that with our partnership with Luber-finer, they help make this possible.”



Additionally, the relationship between Shackleford Enterprises and Luber-finer extends much further than just utilizing the mobile application. Shackleford Enterprises has also been installing Luber-finer filters on the fleets it services for many years. The reliability and dependability Shackleford Enterprises gets from Luber-finer products is a primary feature in keeping their operation running smoothly.

"Luber-finer has always provided us with great, consistent and dependable products and I have no problem buying them locally here," said Shackleford. "Luber-finer is an excellent fit for our company and definitely helps keep our business running as efficiently as possible for our customers. Because, at the end of the day, our customers rely on us 24/7, and we rely on Luber-finer."



For more information on Shackleford Enterprises, please visit www.luberfiner.com/shackleford for links to the video and ads or visit <http://shacklefordenterprises.com>



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Manufactured in Albion, IL, Luber-finer has been a trusted name in air filters, cabin air filters, coolant filters, fuel filters, hydraulic filters and lube filters since 1936, providing high-efficiency performance in the most demanding work environments.

Luber-finer is a leading global filtration brand from FRAM Filtration Group, Inc.

For more information, visit www.luberfiner.com or call our Tech Hotline at (800) 882-0890.



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