CUSTOMER SUCCESS STORY · MATERIALS HANDLING

Northern Materials Handling: from admin burden to a platform built to grow

How a growing materials handling business replaced a static legacy system with a platform that scales with them, guided by a hands-on implementation team from day one.

Live 1 month early

> **Onboarding felt effortless from day one. The data import training made setup simple, live chat support was quick every time, and the help articles guided our team through each step.**

SINEAD
General Manager, Northern Materials Handling

The Challenge

- Admin burden had become severe and unsustainable as workload increased.
- The legacy system was stable, but no longer evolving with the business.
- Manual processes were scaling with growth, creating friction across the team.
- The business needed a future-proof platform for an expanding, service-led model.

Why Service Geeni

- Fully replicated existing Protean capability while removing the bottlenecks that came with it.
- Modernised handling of forms, inspections and risk assessments.
- Built specifically for materials handling operations.
- Opened the door to AI-driven automation and smarter workflows.

Why Now

- The business hit a growth inflection point, with demand rising fast.
- Admin strain had become a real risk to scalability.
- The chance to replace legacy tooling on their own terms, not in a crisis.

HOW WE MADE IT HAPPEN

A guided path from kick off to go live

Every Service Geeni implementation follows the same structured path, tailored to the customer's operation. Here is how it worked for Northern Materials Handling.

KICK OFF

Sales & Customer Success met Northern Materials team. Roles, objectives and the onboarding plan are agreed.

IMPLEMENTATION

A tailored plan for Northern Materials Handling setup. Data migration, integrations and bespoke forms were delivered.

ONBOARDING

Core workflows configured to NMH operation, with clear next steps and outcomes agreed throughout.

END USER TRAINING

Training built around NMH team, with user readiness confirmed and signed off before go live.

GO LIVE

Final data checks completed. Hypercare put in place, with on-site or remote support where included.

REVIEW & EXIT

Regular hypercare check-ins, a final review, and a clear plan agreed for what comes next.

A dedicated team, included from day one

Every implementation is led by a named team, not a ticket queue.

Implementation Lead

Leads your project end to end. Coordinates every stakeholder and keeps delivery on track.

Technical Consultant

Handles data migration and integrations, and advises on custom forms, documents and reports.

Enhanced Support Lead

A dedicated contact for accelerated triage during go live and on high-risk accounts.

Customer Success Manager

Owns the relationship after go live. Drives adoption, value and renewals.

Executive Sponsor

Provides senior oversight and removes organisational blockers when it matters most.

Included in every implementation. Not an add-on.

Why this matters when you're comparing vendors

Many rollouts hand you a project manager and a support queue once the contract is signed. Northern Materials Handling had five named specialists working alongside them from kick off to go live, which is a large part of why they landed a month ahead of schedule.

SUPPORT THAT DOESN'T STOP AT GO LIVE

Support built to keep you moving

Northern Materials Handling has three ways to reach the team, backed by response times we hold ourselves to.

Live Chat

Speak directly to a support agent. Available 24/7 in-app, with a typical response in 10 to 15 minutes.

Support Portal

Raise, track and manage tickets, with automated updates and guided templates for faster resolution.

Help Centre

24/7 access to guides, articles, videos and tools, all available in-app.

SEVERITY	EXAMPLE IMPACT	RESPONSE TIME	TIME TO RESOLVE
S1 · Critical	System down or no access	15 mins	1 hour
S2 · High	Global or major business impact	30 mins	8 hours
S3 · Medium	Module impaired, workaround exists	30 mins	48 hours
S4 · Low	Minor or cosmetic issue	30 mins	56 hours

86.4%
Customer satisfaction score (CSAT)

22 min
Average response time across all tickets

Extra support exactly when it matters

A dedicated Support Lead focuses on any blockers during go live, backed by shortened SLAs with the support and engineering teams. Onsite support is available for an even closer transition on go live day.

1 month early
Live ahead of schedule

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