



THE CONVERSATION GENERATOR

A CONVERSATION WITH KIM...

Our new General Manager Kim Coetzee discusses finding our inner spark, facing the current Covid-19 pandemic challenges with courage and finding new ways of doing what we love:

Throughout my 25 years with Rand-Air, and particularly since I took on the role of General Manager in January 2020, there have been innumerable occasions where our dedicated team have pulled through, despite challenges, to exceed our valued customers' expectations.

As a high-energy management team, we launched into January this year with renewed power, purpose and enthusiasm, positioning the company for success by working according to clearly defined goals. As such, we introduced several initiatives during the first quarter, which I believe have collectively strengthened our position during the subsequent very challenging global Covid-19 pandemic and national lockdown.

Staying on course through turbulent times such as these however requires us to tap into our own personal 'backup power'. Covid-19 has shown us that no matter how well-prepared and focused our business or personal strategy is, there will always be things that happen outside of our control. Therefore

in my opinion, to get through this time successfully, we all need to dig deep, finding the inner strength and inspiration – our 'spark' – to help us face the challenges with courage, and to respond innovatively to the rapidly evolving needs and expectations of our customers.

At Rand-Air, we have found our 'spark' by identifying new ways to continue doing what we love, rising to the challenge and adapting our approach. As a supplier to those of you who are currently designated as essential services suppliers, we have swiftly implemented the necessary measures to ensure we meet and exceed the service levels you deserve and have come to expect from us, and to assist in keeping you supplied with air and power during the lockdown, so that you can supply your customers in turn with critical products and services. Everything we have done as a team is about assuring you, our valued customers, that we are here to provide support in a safe, reliable and efficient manner.

Achieving excellence is possible because of our dedicated, passionate and highly knowledgeable staff complement. To enable our people to provide more insightful solutions to customers, we have adapted our internal team



Kim Coetzee | General Manager

A CONVERSATION WITH KIM...

structures, ramped up product knowledge through digital training and coaching interventions, and empowered staff with a greater understanding of the nuances of each customer's business and applications.

We regularly and proactively search for solutions aligned with the requirements of our customers. We are investigating the introduction of Steam and Pump Rental solutions to the market. We have also introduced PTS 800 and XATS 1200 compressors into our fleet. There are in addition fresh and exciting product developments within the Atlas Copco Specialty Rental Group. As they become available, we will share these

new product introductions with you.

Rand-Air has the best team to partner effectively with our customers and to take this company forward, navigating successfully through this crisis and into the as yet uncharted waters of the 'new normal'. Every member of the Rand-Air team is truly passionate about exceeding our customers' expectations, and I am confident that our well-established, customer-centric ethos will grow from strength to strength both during and beyond Covid-19.

Warm regards

Kim Coetzee
General Manager: Rand-Air



PTS 800



XATS 1200

A CONSISTENTLY CUSTOMER-CENTRIC JOURNEY

Byrone Thorne, Sales and Marketing Manager Rand-Air, reflects on a career which became a customer-centric journey, and his new role going forward:

When I joined Rand-Air in October 2000 as a sales representative, my role was initially to provide relief support when sales representatives and area managers were on maternity leave. In this position, I had the invaluable opportunity of developing my product knowledge and dealing with a diverse range of customers in different geographic locations over a period of four years. It was a brilliant learning-curve, and an eye-opener! This time also provided me with a depth of experience across several of the key market segments we serve, including the building and construction, mining, refineries and manufacturing industry sectors.

In my subsequent position as a marketing analyst, I was able to put my years of tertiary marketing studies into practice, delving into different sales plans, forecasting models and revenue sources by our different customer segments. Over the next two years, I gained a thorough understanding of commission structures and grew in my ability to perform complex analysis, identifying opportunities for improvement based on data.

The bulk of my time with Rand-Air has subsequently been spent in the marketing and communications department. For 13 years, I've been closely involved in developing strategy, PR and communications management; as well as branding, advertising and the management of our digital and social

media presence. I've held several roles, all centred around the customer and ensuring that Rand-Air's products and market offerings align more closely with customers' wants and needs.

Our strength as a business stems from a 47 year legacy of being people-centric. We have adapted our systems substantially over the 20 years that I have been with Rand-Air. By further optimising our sales team structures, we have also been able to achieve greater staff interaction and provide more significant development opportunities to our people.



Byrone Thorne | Sales & Marketing Manager

My role as an analyst has also shaped my thinking, and in many ways, has set me up for success in my new position as Sales and Marketing Manager. I recently took over from Kim Coetzee, now our General Manager, who developed a great and experienced nationwide sales team over the past decade. Building on her excellent work with my own individual style and contribution has been a welcome challenge. My approach has been to work with the strengths of each team member, and coach them to be better, and always ultimately customer-centric. It is an ongoing job, working closely with each person, but is also very rewarding.

While Covid-19 and the lockdown have certainly thrown a few curveballs our way this year, our primary focus - which contributes to continuous improvement - is ensuring we help customers to overcome their challenges and meet their requirements. It is also to obtain quality feedback from our customers and staff. Using a range of key metrics that relate to both groups, I am able to guide the team to drive innovation and adapt Rand-Air's products and services based on the current and emerging needs of our customers.

Having Atlas Copco as parent company has a lot of advantages, particularly in terms of their broad product range and globally benchmarked training. Our sales team has access to ongoing training through digital platforms, as well as support and coaching, which enables them to grow as individuals and add value to our customers. By tapping in to the power of our capable team, as well as the research and development resources our parent company, we can provide customers with some exciting new product offerings. Atlas Copco's Speciality Rental division, of which Rand-Air is a part, is focusing on a comprehensive strategic expansion approach, with Air, Power, Steam and Pumps forming four pillars of the business. We anticipate rolling out a range of new and relevant solutions to our valuable customers.

While we have made use alternate methods of staying in contact, the sales team and I have certainly been missing the face-to-face element of customer interaction during the national lockdown. We look forward to a gradual shift toward the 'new normal' and assure you of our continued support during and beyond Covid-19: the next stage in our customer-centric journey.

FOSTERING AN INCLUSIVE AND INNOVATIVE APPROACH TO SAFETY AT RAND-AIR

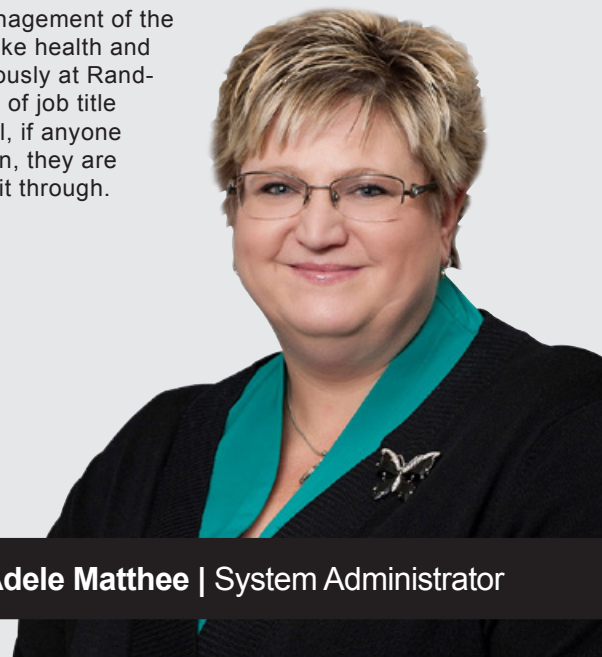
Truly effective implementation of health and safety procedures requires contribution and buy-in from all stakeholders. Systems Administrator Adele Matthee tells us what Rand-Air's safety ethos, as well as our established culture of innovation and inclusivity, mean to her:

Rand-Air's commitment to safety has always been high because of our inherent concern for the wellbeing of our stakeholders, including our valued people, customers, suppliers and communities. Every staff member has internalised the drive to 'do more', 'do better', 'always be the best at what you are doing'. Our approach to safety is an expression of that ethos. It is not a 'top-down' approach where rules are set and enforced with an iron fist. Safety at Rand-Air is a collaborative approach, born out of concern.

In addition to extensive, company-wide safety training, our safety ethos means that we take every precaution to make sure that all stakeholders get to go home to their families. Rand-Air and our parent company Atlas Copco have always been companies that innovate, and this approach extends to our safety practices. Our intranet – one of the systems I am responsible for administrating - has an innovations database where staff are encouraged to contribute their ideas and suggestions for new safety protocols or better ways of doing things. Innovation improvement is a part of Rand Air's corporate DNA. We have been first to market with several products, all of which require bringing staff and customers up to speed on safety processes.

Our forward-thinking customers have also positively influenced our approach to safety innovation. We closely benchmark safety practices and ensure that where relevant we adopt and roll-out processes our customers have implemented in their own organisations.

What I also appreciate about Rand-Air's Safety ethos is the inclusive, consultative approach that our management team have taken. During our monthly Mission Directed Workforce (MDW) meetings, everyone has an opportunity to contribute their suggestions. Safety is always the first item on the agenda, and the meeting encourages open communication and optimal management of the company. We take health and safety very seriously at Rand-Air. Regardless of job title or seniority level, if anyone has a suggestion, they are welcome to put it through.



Adele Matthee | System Administrator

RAND-AIR PROVIDES UNINTERRUPTED SUPPORT TO CUSTOMERS DURING COVID-19 LOCKDOWN AND BEYOND

Rand-Air's valued customers have had to endure some unexpected business challenges over the last two months. Our technical, operations and sales teams have been diligently at work behind the scenes, maintaining contact to ensure uninterrupted support to customers who are designated essential services suppliers. Craig Swart, Rand-Air Fleet Operations Manager, sheds some light on measures we have taken to mitigate the impact of COVID-19 on our customers' operations:

Rand-Air was quick to identify and implement the necessary steps to ensure we were able to provide essential service customers, and customers permitted to operate under the various lockdown levels, with continuous technical service and support. When our customers need assistance, time is of the essence. Promptly securing the requisite permits therefore enables us to be on call and minimise customer downtime by dispatching technicians swiftly as needed.

The safety of our staff and customers is also always of paramount importance to Rand-Air. In keeping with government recommendations, all technicians have been provided with safety training regarding Covid-19 protocols, and issued with essential precautionary personal protective equipment (PPE), including masks, gloves, and sanitisers for use en route, at sites and post-site visits.

Boitumelo Teledi (Tumi), our Gauteng supervisor, and his team of technicians have really lived our maxim of exceeding customer expectations throughout lockdown. Whether collecting spare parts from the distribution centre, monitoring our service systems to see what comes due for service or servicing critical units, their can-do attitude has been exemplary. I would like to thank them for

being available, and going above and beyond the call of duty to assist customers, amidst all this fear and uncertainty. It has truly been a testament of their commitment to Rand-Air and to our valued customers! Many of our customers with essential service status - such as pharmaceuticals - currently have long-term rentals, which we have continued to maintain throughout lockdown. While other enquiries have been understandably subdued due to business restrictions, we have had some Covid-19-specific enquiries for equipment to supply temporary hospitals, as well as lighting towers for police roadblocks. We have already started to see more of our customers slowly resuming operations, and we have maintained contact with them to test machines and ensure all equipment is running smoothly.

Covid-19 and the resulting mobility restrictions have meant we've had to think of innovative ways of solving customer challenges effectively. For some time, we've been working on a remote trouble shooting app, under licence from our head office in Belgium. When the pandemic hit, we fast tracked the project, and we're currently running a small scale beta-test trial rollout. Essentially, if we have a breakdown and

for some reason, the technician can't get to the machine quickly, the app allows for a collaborative remote diagnostic process. It's very exciting.

Continuity of communication with all customers has been vital during this time, and I really must commend our supervisors for their tactful solutions-driven approach to engaging those customers permitted to operate. Similarly, our sales team have been touching base with customers poised for an imminent return to work, anticipating their needs and assuring them of our unwavering commitment as they gear up for renewed economic activity. Proactive customer engagement has been a crucial part of conveying our 'going the extra mile' approach of taking an interest in their business, understanding their challenges and being there to provide timely solutions.



Craig Swart | Fleet Operations Manager

POWERFUL REFERRAL BUSINESS: DIVA TWINPOWER GENERATOR HIRE

Long-term rentals give our customers peace of mind, by providing a turnkey solution which keeps costs predictable and downtime minimal. Cindy Ross, Rand-Air's Area Manager for the Western & Northern Cape shares some insights into the recent Industrial Plant Rental (IPR) hire of our popular TwinPower generator:



Diva Nutritional Products, a supplier of therapeutic nutrition for malnourished and immune-compromised individuals, has been serving global and local markets for over 27 years. In October 2019 they were referred to Rand-Air by an existing long-term rental customer, familiar with benefits of the long-term rental offering. Word-of-mouth referrals such as these are a very dynamic testament to the quality of our products, as well as a demonstration that our commitment to service excellence is both recognised and appreciated.

A common concern among customers when deciding between outright purchase of equipment – or the long-

term rental thereof - is cost. However, when comparing the real costs associated with acquisition, maintenance, downtime and other ancillary expenses, long-term rentals provide significant savings. Prior to contacting Rand-Air, Diva's maintenance manager did a substantial amount of research on actual costs at the suggestion of an existing Rand-Air customer. When a prospective customer knows the benefits of the long-term rental offering as well as the sales representative does, concluding the agreement is swift and effortless!

The customer was initially looking at a 1000kVA generator, but eventually opted for the TwinPower, which houses 2 x 500kVA generators in one unit. The benefit of the split approach is that capacity can be

Cindy Ross | Area Manager: Western & Northern Cape

adapted to suit the customer's needs. If demand is low, and they do not need to run the whole plant, one generator can be used. If

the plant requires additional power on start-up, or if they need to top up power thereafter, they can run the second generator. This approach yields a significant saving in fuel consumption - and provides a flexible power solution, tailored to the customer's requirements.

The TwinPower generator is a good fit for Diva, because it provides a solution which can easily be adapted, based on the customer's power requirements and production peaks. The 100% clean, dry air, produced by the oil-free generators also ensures that the risk of product contamination is successfully mitigated.

Security of power supply post-lockdown and during the phased re-opening of manufacturing going forward is a real concern for our customers. We are confident that the TwinPower will give Diva peace of mind and a ready source of power when they need it.



RAND-AIR'S HAPPINESS AMBASSADOR INITIATIVE: HAPPY STAFF MEANS HAPPY CUSTOMERS!

As an established company with a 47-year track record, Rand-Air believes that the key to developing and maintaining customer relationships is investing in the health and wellbeing of our staff. In a time when anxiety levels are unusually elevated due to the Covid-19 global pandemic and national lockdown, the importance of a solid support structure in the work environment has come sharply into focus. Echoing the sentiments of Atlas Copco South Africa's General Manager Wendy Buffa-Pace, that people should be prioritised, Rand-Air General Manager Kim Coetzee and Industrial Plant Rental Account Manager Mpho Ngamlane conceptualised the role of 'Happiness Ambassador':

"The title may at first sound silly or frivolous, but the initiative addresses a genuine need within the company," explains newly inducted Happiness Ambassador Mpho. In a demanding and ever-changing environment, the initiative, which launched in mid-March 2020, is about allocating resources and establishing procedures to highlight the simple joys of a supportive workplace.

team have formed and the trust they place in the organisation to have their best interests at heart. We would like to both maintain and develop that trademark Rand-Air culture: known for its positivity, passion and unwavering enthusiasm. It's about being deliberate in how we recognise and celebrate staff, how we engage with colleagues, and more recently, how we empower them to deal with the acute stress and anxiety prevalent in a pandemic-struck global economy," she explains.

for many years, has been working with the Rand-Air team to maintain staff morale through engaging daily online challenges, centred around fun family activities.

Mpho indicates that staff participation in these challenges has been an encouraging indication of camaraderie and reinforces the value of adopting a holistic approach to staff happiness.

"Long service of 12, 20 and 35 years is a common occurrence at Rand-Air. That speaks to the bonds our

While several in-person activities were planned, the national lockdown, phased reopening of the economy and social distancing measures have put some of those activities on hold. "We have had to adapt and make use of digital channels to keep the momentum going until we have the opportunity to connect with staff in person," Mpho adds. Reality, a wellness-focused company which has worked with Atlas Copco and Rand-Air

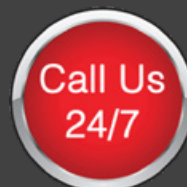
"There are multiple benefits to Happiness Ambassador initiative, and I am proud to champion it. When staff feel supported, recognised and appreciated, they are very likely to transfer that goodwill into their engagement with our customers. Given that everything we do at Rand-Air is intensely customer-centric and aimed at always exceeding customers' expectations, we see this not only as a logical, but crucially important outcome. Simply put, happy staff also means happy customers," she concludes.



Mpho Ngamlane | Industrial Plant Rental Account Manager and Happiness Ambassador

Be sure to check out our website:
www.randair.co.za

Follow us:    



24 HOUR SERVICE AND DELIVERY

011 345 0700