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PRESS RELEASE

Argo Tractors: technical support at the heart of the relationship with the dealer network and a key driver of product development

Ensuring operational continuity for the dealer network, supporting customers in resolving critical issues, and gathering valuable feedback from the field to improve products. At Argo Tractors, an international player and Italian manufacturer of Landini and McCormick tractors, the **Technical Support Service** is a key hub within the company's organisation and performs a role that goes well beyond traditional after-sales service.

The department consists of over **20 professionals** and is organised into various functional areas, each with specific expertise that complements that of the others. Service Area Managers, the Helpdesk, the Telematics team and the Training department work together on a daily basis to create a constant flow of information between the field and the company, ensuring prompt responses to the dealer network and contributing to the development of Landini and McCormick tractors.

"Technical support is a key element in the functioning of the dealer network and in the continuous improvement of our products. Our organisation is well structured and highly specialised: we respond swiftly to critical issues, while at the same time transforming the information gathered in the field into strategic value for the entire company," explains **Francesco Carbone**, Service Manager at Argo Tractors.

At the heart of these operations are the Service Area Managers, who form the main link between Argo Tractors, its dealers and end users. Through direct contact with the network, they assist technicians in their day-to-day activities, support issue management and gather feedback on the actual use of the tractors.

"The Service Area Managers are the company's eyes and ears in the field. They act as spokespersons for the needs of dealers and customers and relay vital information back to headquarters, helping us understand how the machines perform and where we can take further action to improve them," continues Carbone.

Working in close contact with the Service Area Managers is the **Helpdesk** team, made up of technicians specialising in the various product ranges. Reports from the field are analysed, categorised and forwarded to the relevant company departments. The team facilitates dialogue between after-sales service, design, production, quality and other involved areas until a concrete solution is identified.

An increasingly strategic role is played by the **Telematics** team, which is dedicated to the development and management of digital projects that transform the tractor into a



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smart, interconnected solution for modern agriculture. Argo Tractors has developed a comprehensive digital platform designed to meet the needs of both larger, more structured farms and smaller operations. The ecosystem integrates fleet management, farm agronomic management and remote diagnostics, offering useful tools to monitor the condition of the tractors, analyse their performance and schedule servicing and maintenance more efficiently.

"Telematics is changing the way we think about servicing. The tractor is no longer just an agricultural vehicle, but has become part of a digital system that connects the customer, the dealer and the company. This allows us to anticipate needs, reduce response times and offer an increasingly timely service."

Completing the structure is the **Training** department, which is responsible for keeping the skills of the international service network constantly up to date. The programme includes structured courses in which theoretical lessons and practical exercises enable participants to gain in-depth knowledge of Argo Tractors' products and technologies. Technicians and mechanics from various countries are trained to carry out repairs quickly, accurately and independently, acquiring skills that can be applied daily in workshops and on the customers' premises.

"Training is a fundamental element of service quality. Our aim is to pass on practical, lasting knowledge to those who represent Argo Tractors in the field every day. A well-trained and constantly updated network is able to respond more quickly and offer customers increasingly high standards of service."

The integration of the various departments creates a virtuous cycle: every report from the field is shared, analysed and transformed into useful data for the entire organisation. The Technical Support Service thus becomes a unique vantage point for monitoring the product and the market, capable of combining an immediate response to the network's needs with a long-term vision.

"Every problem, every piece of feedback and every experience gained in the field represents an asset for the company. The value of technical support lies precisely in its ability to turn a critical issue into an opportunity for growth, ensuring operational continuity for the network and contributing to the constant evolution of Argo Tractors' products and services," concludes Carbone.



Argo Tractors S.p.A., a multinational company based in the heart of Italy's Motor Valley in Fabbrico (RE), designs, produces and distributes tractors under Landini and McCormick brands. Technological innovation, the human factor and environmental sustainability guide the actions of Argo Tractors, making it one of the leading worldwide players in the agricultural mechanisation sector. Thanks to verticalised production processes, 65% of the value of tractor components is manufactured in-house, thus keeping the "made-in-Italy" concept as its central asset, but opening up to the global market thanks to a wide range of tractors and spare parts capable of meeting the diverse needs of world markets. Argo Tractors has 5 plants in Italy, 1,700 employees, 15 sales branches worldwide, 130 importers, 2,500 dealerships and a production capacity of more than 20,000 tractors a year.

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