

DeCarolis Aims to Please

by Nancy McGuerty

ROCHESTER - No matter if you are big or small, the goal at DeCarolis Truck Rental is customer satisfaction.

DeCarolis is celebrating the company's 65th anniversary and the grand opening of a new Heavy Duty Parts warehouse. The new 10,000 square foot facility is located just steps from corporate headquarters and more than doubled the floor space devoted to serving the trucking customer.

DeCarolis has built its reputation on service and takes pride in the relationships it has forged with customers. Although the company can easily serve larger trucking customers, it finds its niche serving the small owner-operator. "We are sensitive to the fact that the owner-operator relies on his single truck," said Marketing Coordinator Robert Merlo. "When the truck is out of service, there is a sense of urgency," he added. This is true whether a farmer needs a part to harvest a time-sensitive crop or take his harvest to market on time. Even a small, inexpensive part can put an expensive piece of machinery out of service and have devastating consequences.

"To us, 'parts' means Primary Aim Return To Service," said Heavy Duty Parts Sales Manager Tim Coons. "We may not always be the lowest cost alternative," he stated. However, DeCarolis Heavy Duty Parts provides good service and quality you can trust. "Integrity is non-negotiable," said Mr. Coons. If you are in business for any length of time, somewhere, somehow, a mistake will happen. "If it is our mistake, I will make it right," he promises. We all have families, explained Mr. Coons, and we know that a family may be depending on the owner-operator's truck for their livelihood.

Remarkably, customers often find themselves part of the large DeCarolis "extended family" of workers. When cancer claimed the life of a supplier, the DeCarolis employees made a large contribution to the supplier's family. It is not unusual for DeCarolis employees to take a short detour on their way home from work to deliver a part to an out-of-the-way customer. There is no such thing as an "after-hours emergency." Parts people answer their pages at any hour to help a customer with an urgent need.

The heavy duty parts warehouse stocks a huge array of parts, seasonal and miscellaneous items. While it may be possible to find an item at lower cost, DeCarolis compensates with superior service. Heavy Duty Parts Gen-



Thousands of Heavy Duty Parts carefully arranged and stacked on shelves in the spacious new warehouse.

eral Manager Mark Davis explained that a customer can ask to enter his vehicle information on the DeCarolis computer system. If a breakdown occurs, he has only to call the warehouse and the counter people can find and deliver the proper part quickly. A customer may also enter multiple vehicles on the computer and the warehouse can fill a complicated order with one-stop shopping convenience, said Mr. Davis. At DeCarolis, saving time is as important as saving money.

Although the business started as DeCarolis Truck Rentals and rentals are still an important part of the business, there are now more DeCarolis divisions including

heavy duty parts, leasing, contract maintenance, truck body and trailer repairs, safety classes, and fuel sales. These divisions grew out of the need to service the company's own rental fleet. Customers can depend on the quality of our parts, said Mr. Coons, because we field test them ourselves. Today, DeCarolis Transportation Resources could be a better description of the company. Internet technology is used to promote and inform customers of new trends and legal requirements, such as rear collision detectors.

At a time when other Rochester companies are down-

sizing, DeCarolis is investing in capital improvements. The

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new warehouse is expected to improve efficiency and provide better control of the inventory. Already, it is saving loading time and eliminating duplication of stock.

Today's economy is challenging but customers still look to DeCarolis for service, quality, and price. Future growth will be driven by the needs of customers. "We're building for the future," Mr. Merlo stated. "We're here for the long term," added Mr. Coons.



Customer and counter area in the busy new warehouse.



Heavy Duty Parts Employees celebrate the Grand Opening of the new warehouse.