



Founded in 1960, Ogden Forklifts is a 100% employee-owned, full-service material handling dealership operating multiple locations across Georgia and Florida. The company provides a comprehensive range of new and used forklifts, rentals, parts, certified safety training, and reliable maintenance services from factory-trained technicians to optimize material handling operations.

How Ogden Forklifts Turned Employee Ownership Into a Service Superpower — With Tinnacity



THE CHALLENGE: PAPER WAS COSTING THEM THEIR PROMISE

Before Tinnacity, Ogden Forklifts ran on paper. Lost work orders, disconnected photos, and invisible parts requests were putting that reputation at risk every single day.



Death by Paper Cuts: Lost work orders, missing approved quotes, and photos trapped in email threads meant every customer inquiry required real legwork to resolve.



No Inter-Department Visibility: When a parts person was out, the whole chain broke — technicians couldn't track their own requests, and no one could pick up where someone else left off.



Filing Cabinet Overload: Rooms of filing cabinets held what should have been searchable, instant data — slowing down every department every day.

THE SOLUTION: PHASED ROLLOUT, BUILT AROUND THEIR PEOPLE

Ogden chose Tinnacity because it could be shaped around their most unique differentiator: on-site invoicing. Working closely with the Tinnacity team, they built a process no competitor in their region has matched.



Staged Implementation: Started with five tech-savvy technicians, refined the process, then rolled out branch by branch — Atlanta, Savannah, then Florida Forklifts — with zero major disruptions.



On-Site Invoicing: Tinnacity custom-built the ability to display repair pricing on a tablet at the job site — a feature no competitor in their region offers — giving techs full autonomy to present, negotiate, and close the job on the spot.



Trackable Parts Chain: Every parts request is documented, visible to all departments, and traceable from tech to parts associate to manager, even when team members are out.



The Ownership Advantage

How an ESOP Culture + Tinnacity Created the Region's Most Accountable Service Team

Ogden Forklifts is 100% employee-owned. That means every technician has skin in the game — and Tinnacity makes that ownership visible. Techs can see the work they do affects the P&L, the branch performance, the employee stock price, and ultimately their retirement. On-site invoicing puts them face-to-face with that accountability every single day.

The Result: Technicians who negotiate with customers on the spot, take pride in their documentation, and call the office proactively when something doesn't look right.

- **Differentiator:** Only forklift dealer in the region showing repair pricing at the machine before leaving the site

IMPACT AT A GLANCE

Filing Cabinets: Actively being removed from the office.

Support Response: Help desk replies in 2–3 minutes consistently

Implementation: Smooth phased rollout across 4 branches, 2 states

Customer Experience: Customers receive pricing, photos, and authorization before the tech leaves the site



Preston Cockey

Vice President of Operations

"When we met with Tinnacity, we said: if we are going to do business with you, you have to give us the ability to show pricing on a tablet. They said yes — and they made it work. That is our differentiator."



Susan Drevitson

Service Supervisor

"Once they got the work order signed, it was captured electronically. I could always go back and look at it whenever I needed to — along with the pictures, the approved quote — and I could answer every question the customer had."

Ready to transform your service department? Visit [Tinnacity.com](https://tinnacity.com) today!