How Customer Service, Technology & Truck Financing Helps Safari Towing Grow

Safari Towing & Recovery, located in McKinney, Texas, started out as a small, family-run, full-service towing and recovery business with one truck and one employee. In just five years, the company has grown to 12 tow trucks and 24 employees. That type of growth is not a coincidence. Safari Towing owner Jason Ward credits the company’s distinct customer service, willingness to adopt technology and a financing partner that understands his business growth plan for contributing to the company’s success.

Customer Service That’s Ahead of the Curve
As a small business, the handling of customer service can make or break the company’s longevity. Treating customers with respect and concern is the foundation of Safari Towing’s customer service; it is the company’s forte and what has fostered the growing customer base, according to Mr. Ward. Combining the best of corporate policies and the best of family-owned values has contributed to the company’s service excellence. When customers are happy and confident in services, customer base grows. In addition, other companies and potential partners that could utilize your services take notice.
Effective Use of Technology Enhances the Customer Experience

Using the evolving technology of the towing industry coupled with customer service has set Safari Towing apart from its competition. “It’s what brings repeat customers,” says Mr. Ward. Without technology, even the best customer service would fall short.

“Technology has made quicker ETA possible. [We can get] information back and forth to the driver. Smart phones and GPS systems have also added efficiency to the business,” says Mr. Ward.

Even with the strong roots in customer service and effective use of advancing technology, Safari Towing still faces challenges like many other small businesses. According to Mr. Ward, one of the biggest challenges is updating the truck fleet to meet the growing footprint of the company. New business opportunity gave Safari Towing reason to add trucks and staff, but it did not give it the answers for how to turn that need into a reality.

Financing to Enable Growing Footprint — “You Can’t Make an ETA Faster Without the Truck”

Due to the company’s success, Mr. Ward had to look for a way to acquire new trucks and replace old, worn trucks. In Beacon Funding, he found a lender that could understand his business and moved quickly.

“Working with a [lender] that understands our industry is important [for the] terms and approval times [we need]. Sometimes you have to move fast on buying a truck, so having a [lender] that knows you and the market is very important,” says Mr. Ward.

Safari Towing saw incredible growth in a short time period after earning the trust of major motor clubs and its county in Texas. For this reason, they needed to have an avenue for acquiring and upgrading trucks. Mr. Ward leased six trucks in the last two years with Beacon Funding. The business success drove the equipment acquisitions and the equipment, in turn, has driven even more business opportunity.

“You can’t make your ETA without equipment,” says Mr. Ward. “To give the best customer service you have to have the right equipment and enough of that equipment. Companies will not come to you and ask you to handle their work unless you have the ability. Through Beacon’s Truck Financing Perks and financing programs, [Safari Towing & Recovery] has met its customer need,” says Mr. Ward.

About the Program

Success Spotlight features businesses that have experienced growth and prosperity through the years. At some point, they have leased or financed equipment with Beacon Funding, adding to their success and/or enabling them to reach greater accomplishments.

To join the Success Spotling Program, please apply online at:
beaconfunding.com/successspotlight/enrollment.aspx

“...”

— Mr. Ward