



# Delivering trucks, building relationships

Handing over new trucks to customers is more than just giving them the keys and a manual. At the Volvo Truck Center in Huddinge, Sweden, the event is seen as a great opportunity to explain sophisticated features – and strengthen relationships with customers.

TEXT CHRIS KLEINMAN PHOTOS RICKARD KILSTRÖM

A few years back, Volvo Trucks' Stockholm Region decided to develop the handover process and centralise all new vehicle handovers to Volvo Truck Center in Huddinge. At a recent handover, the Truck Center bustled with activity as they got ready for the half-day event, which includes a lunch, interactive training, demonstrations – and a pretty cool light show.

Despite the morning preparations, the Volvo team is cheerful and relaxed. They do, after all, manage more than 300 handovers a year for the entire region. Kristina Grinell, Sales Manager for Stockholm Region, often visits Huddinge for important handovers and has nothing but praise for all the staff here, not least Viktor Cars and his handover team.

"They're the spiders in the web. They keep everything together and make sure we deliver on time and with the highest quality."

Today's handover will be to a company called Thomas Betong, which has



Kristina Grinell, Sales Manager for Volvo Trucks' Stockholm Region

been delivering high-grade concrete and related services for over 60 years, both in Sweden and worldwide through the Thomas Concrete Group. The company already has about 30 Volvo trucks with concrete pumps, but it is about to launch its own fleet of concrete mixers. Today, their Head of Transports, Magnus Mårtensson, is here with three drivers to pick up four new Volvo FE trucks with superstructures built by manufacturing company MSM in Månsarp. The handover begins with lunch and within minutes everyone is joking and laughing like old friends. As it turns out, some of them are. Key Account Manager, Pierre Bordier, the man behind the sale of the four trucks, and Magnus Mårtensson, at

## VOLVO TRUCK CENTER HUDDINGE

**Location:** Huddinge, Sweden  
**What they do:** provide support to sales staff and back office services for handovers.

27

Number of employees at Volvo Truck Center Huddinge.

300

Approximate number of handovers at Volvo Truck Center Huddinge per year.

20

Number of Truck Centers in Sweden, nine of them are located in the region around the capital Stockholm.

## Thomas Betong

**Location:** Gothenburg, Sweden  
**Number of employees:** about 260  
**What they do:** supply high-quality, ready-mixed concrete and prefabricated slabs, as well as a range of related services, to customers ranging from private consumers to international corporations.  
**Number of trucks:** 40 concrete pumps + 4 new concrete mixers  
**Number of Volvo trucks:** about 34



Patrick Björkgren (left) receives the keys from Pierre Bordier.

**VALUABLE INSIGHTS**

At Volvo Truck Center, Huddinge, a truck handover is typically a half-day event, which includes interactive training and demonstrations. It is a great opportunity for drivers to learn how to get the most out of their new vehicle and its features.

Thomas Betong, have known each other for years. “Volvo Trucks had a lot of good selling points and the lightweight chassis of the FE was a huge plus since we work with concrete,” says Magnus Mårtensson. “But what made us choose Volvo over competitors with similar offers was quite simply our personal relationship. I know Pierre will always be there when I need him and we knew that we could count on Volvo to keep our fleet launch secret. Good, clear, honest communication and a feeling that they care about us as customers – that’s what we get with Volvo.”

Thereafter, it is time for the presentation, which will be held by handover expert Johan Dahlquist, Volvo Trucks Driver Developer for the Stockholm-Mälardalen region. He demonstrates the truck’s features through an interactive programme, while making jokes and sharing anecdotes that keep the drivers laughing and engaged.

IT IS IMPORTANT that the drivers are here, because the advanced features and functions of the trucks mean that the drivers need expert help to get the most out of their vehicles. The increasing complexity of the trucks is one of the main reasons Stockholm Region decided to centralise and improve their handovers.

“Our customers are beginning to understand that a three-hour investment now will save them many times that later on,” says Johan Dahlquist. “And it saves us a lot of time, too, since we end up getting fewer questions. It’s a win-win.”

Johan Dahlquist writes one last thing on the whiteboard at the end of his presentation – his direct phone number. “Call me if you need anything at all,” he tells the drivers from Thomas Betong. “I don’t give this number out to just anyone, but we’re family now – we help each other.”

Following the presentation, everyone heads to the showroom for a first look at one of the new trucks. There are rotating laser lights, heavy metal



“A handover like this saves us hours and hours of trying to figure everything out on our own.”

PATRICK BJÖRKGREN, DRIVER, THOMAS BETONG

music and a chance for everyone to get inside the cab and test out all the features.

“I’ve driven lots of trucks,” says Patrick Björkgren, driver at Thomas Betong. “But never anything this new and advanced. A handover like this saves us hours and hours of trying to figure everything out on our own.”

Pierre Bordier says it is important to make a good impression on the drivers. “The drivers don’t care how much the truck costs – they just want to know how it’s going to help them in their work. For them, the handover isn’t about business, it’s about feeling. We want them to leave feeling good about Volvo and happy to be driving a Volvo truck.” ☺



Left to right: Manar Yousif, Pierre Bordier, Patrick Björkgren, Pawel Trzcionkat and Johan Dahlquist at the Volvo Truck Center, Huddinge.