

## Kentucky Trailer Expands to Mobile Medical Market

Kentucky Trailer has acquired Smit Mobile Equipment B.V. and Smit Mobile Equipment (UK) Ltd. Based in the Netherlands, Smit BV is an established global provider of specialty trailers and mobile solutions to the medical sector, including mobile and relocatable magnetic resonance imaging, computed tomography and positron emission tomography-computed tomography products. Smit UK is a service organization located in the United Kingdom.

“By leveraging the combined capabilities of Smit and Kentucky Trailer, we are strengthening our commitment to the mobile medical market and advancing our goal of delivering exceptional custom design, build and service solutions for the specialty trailer, custom



Photo courtesy of Kentucky Trailer

In conjunction with GE Healthcare, Advanced Mobility by Kentucky Trailer assisted in the development of the new Discovery IQ PET/CT System Mobile Medical Unit. This is the first new PET/CT Mobile System GE has brought to market since the Discovery ST in 2003. Advanced Mobility by Kentucky Trailer has maintained the attributes of the vehicle through adding several new features, while improving upon the earlier design.

transport and mobilized business markets,” said Gary A. Smith Sr., president and chief executive officer of Kentucky Trailer. “Together, we will be able to offer more comprehensive global solutions to our

original equipment manufacturer and mobile medical imaging service provider partners worldwide.”

In 2014, Kentucky Trailer also acquired Advanced Mobility & Shelter Technologies LLC.

### CUSTOMER SERVICE

## Redesigned *Arpin.com* Provides a Customized Moving Experience

Arpin Van Lines’ website, *Arpin.com*, has been redesigned to provide an enhanced customer experience that includes multiple contact and information options, such as live chat, online appointment setting, visual inventorying and a ballpark estimate feature.

The site also includes research and scheduling capabilities that customers may use for many of the ancillary services typically needed in conjunction with a move.

“When mapping out what we wanted to achieve in the revision of our consumer website, one of the top priorities was to be able to offer today’s informed, self-directed customer the

resources and multiple platforms from which they can choose to customize their experience with us,” said Jeff Newcomer, vice president of agency sales and recruiting for Arpin Van Lines.

With the new *Arpin.com*, a customer may simply fill in some basic information fields—their origin and destination, anticipated move dates and the approximate size of their dwelling—and the system will generate a ballpark estimate, if requested. They may further customize their experience by using a visual inventory tool to select the furniture and other household items they wish to move. Customers may also ask to speak with an Arpin

representative immediately or schedule it later, and select a preferred appointment time for a free in-home quote.

Additionally, users may take advantage of the MoveEasy dashboard to manage their own personalized pre-move checklist, which includes automated reminders at each stage of their move. The dashboard also provides an extensive concierge services tool that allows customers to shop for exclusive deals from telecommunications providers, set up their Internet and cable, change their mailing address, update their motor vehicle registration and switch utility companies, among other moving tasks.