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## **VERSALIFT UNITED KINGDOM LIMITED RESTRUCTURES WITH NEW AFTERSALES APPOINTMENTS**

Versalift United Kingdom Limited, the market leading vehicle-mounted platform manufacturer, has appointed Neil Ashton as Head of Aftersales, with effect from 14th March. The company has also promoted Sophie Beeby to a newly created role of Customer Services Manager.

The company is expanding its product portfolio to include Ruthmann truck-mounted platforms from 1st April 2022, alongside the Versalift vehicle-mounted range. With customer service and aftersales being critical elements to support both product lines, Versalift United Kingdom Limited is restructuring with significant investment in a centralised services model to ensure we have a scaleable and effective After Sales proposition, aligned to our premium brands and that meets our customers expectations.

Ashton joined the company in 2013 initially as Service Manager before taking up the role of Product Support Manager. In his new role as Head of Aftersales, he will lead an aftersales team of 28 that supports over 9,000 units in the UK and Ireland from its headquarters in Burton Latimer, Kettering. Further growth is planned with a commitment to additional resources and an expanded national network of field-based engineers.

Ashton commented, “Versalift has always led the way in aftersales support and our focus on reorganising our centralised services will ensure that all customers benefit from an industry-leading aftersales service.”

Since joining the company in 2017, Sophie Beeby, who has been promoted to the role of Customer Services Manager, has worked in sales administration and finance roles and has recently completed her enrolment on to the L3 Team Leader Apprenticeship Programme with SCCU. Her primary focus will be to ensure our customers are delivered a service, and experience, aligned to the company vision and values which overarch the Versalift and Ruthmann premium brands.

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