New Holland – Basildon Tractor Plant

Since its beginnings in 1895, New Holland Agriculture has become a truly global brand, incorporating the knowledge and expertise of companies that have changed agriculture around the world. Building upon these assets, New Holland has created 80 product lines and over 300 models to offer the widest agricultural equipment range in the world, serving the needs of all markets and customers. The New Holland distribution network includes over 2,000 dealers in 170 countries.

Basildon Tractor Plant is dedicated to the development of the next generation of tractors that is redefining modern agriculture in terms of economy, productivity, performance and comfort. With state-of-the-art manufacturing, the Basildon plant employs the very latest production techniques. World Class Manufacturing ensures every tractor has received New Holland’s stamp of approval, with 100% commitment to meeting customer demands.

At Basildon, we offer plant tours to customers from all over the world. The customers can see how the product is manufactured from start to finish, giving them a better understanding of the attention to detail given in all processes of the build. The tour groups vary in size between 2 and 45 with each Tour Guide taking a maximum of 15 customers at a time.

When the plant tours first began a few years ago, a handheld audio system was used with headphones. This played a prerecorded script in only a few languages. The Tour Guide would tell the group what number to press at the corresponding stop; this would then play the audio. The problem with this system was that the Tour Guides could not communicate easily with the customers as the factory is very loud. Not only was this impractical but it also became a Health and Safety issue. The Tour Guides could not communicate to the customers at the back of the group to tell them to keep together and avoid being a hazard to moving vehicles.

The Sennheiser GuidePort system has had a very positive impact on the plant tours. It has provided us with a microphone function to allow the Tour Guides to speak to the customers therefore solving the health and safety issues we had with the old system. It also allows the Tour Guides to speak to the group while moving around the factory which has improved the overall tour experience for the customers. Questions can now be asked and the Tour Guides can communicate the question and answer to all the customers. The system has also provided more languages which has been ideal for international customers. This allows all the customers to get as much as possible out of their visit. Used in conjunction with the microphone, it allows all nationalities to understand the manufacturing process while health and safety can still be adhered to when walking around the factory.

Sennheiser have provided a high level of customer service and have answered any questions either I or the Tour Guides have had relating to the setup of the units and discussed ways to maximize its use within the plant. We have recently purchased more units to allow us to use the system for larger groups and have installed more language choices. Sennheiser also provided us with new headphones to work with the new system which has improved the sound quality vastly. This is very important as the factory is very loud and it is essential that the customers get a knowledgeable and clear understanding of the manufacturing process of the New Holland products made here in Basildon.