



## CORKYS CARS



# TomTom WORK delivers competitive advantage to taxi firm

Better vehicle utilisation and growing levels of customer satisfaction stem directly from the decision by a Staffordshire taxi firm to use TomTom WORK to manage their busy fleet. Driver recruitment and retention are also improved as higher passenger numbers result in increased earnings.

### The Company

Established taxi and minibus service in Cannock

Corkys Cars is a well-established and highly reputable operator of taxi and minibus services in the Staffordshire town of Cannock and surrounding areas. It runs a 12-strong fleet of cars, minibuses with disabled access, and chauffeur-driven executive cars, which it operates around-the-clock. Competition from other local taxi operators is strong and it's important to the continued success and growth of the business to establish a solid customer base with a large element of repeat business. Providing customers with accurate pick-up times and consistently meeting them is vital to building customer confidence and loyalty.

### The Challenge

Precise location of vehicles for optimized job allocation

"The job booking and allocation system was previously entirely paper-based in the control room with details relayed verbally by radio to the drivers," says owner Will Rotchell. "This required the driver to remember the pick-up details and frequently they had to call back to confirm details such as a house number, which could impact on the safe driving of their vehicle." The base operator also had to continually ask the driver his position in order to give the customer an estimated time of arrival or to determine which vehicle was in the best location to collect a customer. "This lack of clarity and accuracy in determining the precise location of each vehicle led to inefficiencies in the allocation of jobs. Drivers often had to make pick-ups in places where another vehicle was already working and which could more easily have taken on the job."

### The Solution

TomTom WORK solution fitted across the fleet

Following an extensive market evaluation, Corkys Cars fitted TomTom WORK to three of their vehicles in September 2007. This was then fully integrated with the Taxi Suite booking system developed by TomTom WORK partner ConnectFleet, also of Cannock. Its instant success led to the decision to fit the system across the fleet and Will Rotchell believes that it has given his business a clear competitive advantage.





TomTom WORK speeds up processes between centre and vehicles

When a customer makes a booking, Taxi Suite automatically logs the call and brings the number up on the screen in the control room. The job is then allocated to a driver and an order is sent to the vehicle. This details pick-up and destination addresses and the customer details. The TomTom WORK solution continues to monitor the location of the vehicle and as the driver nears the pick-up point an SMS message is sent to the customer's mobile phone to inform them that their taxi is approaching. When the pick-up has been made, the online service TomTom WEBFLEET is automatically updated and information is transferred to the navigation device, which is then used to navigate the taxi to the destination address. Once the customer has been dropped off, the job is marked as 'cleared' and the driver is shown as immediately available for another job.

More efficient job allocation

Corky Cars also uses the map in TomTom WEBFLEET to locate each of its taxis. This allows the base operator to more efficiently allocate jobs because they know precisely where each vehicle is in relation to the customer's address and Taxi Suite shows which is free to make the pick-up. The result is better vehicle utilisation and shorter waiting times for customers, which leads to repeat business.

Saver driving through reduced communication and navigation

Job allocation is very quick and efficient, which allows them to concentrate on safe driving. Reduced radio communication also contributes to better safety as well as freeing-up the time of the base operators to take bookings and allocate jobs. Although drivers have excellent local knowledge, they find the navigation and traffic reporting facilities are very useful, helping them to get to their destination more quickly.

TomTom WORK increases job capacity

"We are extremely content with the solution provided by Taxi Suite and TomTom WORK," says Will Rotchell. "It has definitely increased the number of jobs we are able to undertake, improved the reliability of the service we give to our customers, and is helping us to find and keep some of the best taxi drivers in the area as it is more profitable for them to work for an efficient and increasing busy firm. We now have a definite advantage over our rivals in our very competitive local market."

Easy integration through close liaison with TomTom WORK experts

Lee Turley at ConnectFleet, was responsible for developing Taxi Suite and integrating it with TomTom WORK. He says that the development process was made much easier because of the TomTom WEBFLEET.connect interface. "I saw the potential that this gave to me to create a development framework for integrating my Taxi Suite system with TomTom WORK. Close liaison with TomTom WORK's experts has enabled me to create a fully integrated system that meets the needs of my customer."