



## Freight Movement Ltd.

### Connected Navigation technology provides more control to logistics company

Better control over their fleet, improved traceability of consignments, faster and safer communication with drivers, and higher levels of customer service are amongst the benefits to a leading South Wales logistics company following the introduction of a connected navigation system from TomTom WORK.

Fast-growing logistics company runs a fleet of 35 trucks and vans

#### The Company

Established in 1998, Freight Movement Limited is a fast-growing logistics company based in Newport, South Wales. It runs a fleet of 35 trucks and vans and provides contract distribution, general haulage, warehousing, and other related services to customers that range from leading multi-national companies to small and medium sized businesses.

The company operates in a highly competitive market place in which it strives to stand out from the competition by delivering exceptional service. This requires the use of sophisticated fleet management and communication tools that enable it to be highly responsive to its customers and very efficient in the deployment of its vehicles.

#### The Challenge

Managing director, Paul Hurley, says that in the logistics industry customers expect high standards of service and that the ability to consistently meet those standards is the key to both retaining contracts and winning new business.

provide audit trails, real time information, speed up communication

“We wanted to raise our game and were looking for a system that would meet a number of requirements. These included the ability to provide audit trails on collections and deliveries for one major customer and real time running so that information is constantly updated, giving us more control over our fleet and providing more precise traceability. It was important also to speed-up communication between drivers, the traffic office and our customers using the most advanced technology, including touch-screen messaging and SMS. And we wanted to give our drivers a navigation and communication tool that would enable them to do their job more efficiently and safely.”



### The Solution

The solution provides safe hands-free means of communication

Following an analysis of available systems Freight Movement Limited chose the TomTom WORK Connected Navigation system based on their TomTom WEBFLEET software. Each of their 35 vehicles is fitted with a TomTom LINK 300 tracking device and a TomTom GO navigation and communication unit. Through TomTom WEBFLEET these keep the traffic office informed in real-time of the location of each vehicle and enable messages to be passed through the TomTom GO unit, which is both Bluetooth enabled and uses touch-screen technology for instant and safe two-way messaging.

The inherent flexibility of TomTom WEBFLEET has allowed the system to be customised to Freight Movements needs. One contract involves the overnight delivery of newspapers and is time critical. To ensure that customers are kept informed of the ETA of the vehicle, each delivery point has been 'geo-fenced' and once the vehicle enters the perimeter of a geo-fenced area this automatically triggers a SMS message to a nominated number notifying the customer of the precise expected time of arrival. Another contract requires that an audit trail of collections and deliveries is maintained and that reports are available to the customer. The comprehensive reporting capability of TomTom WEBFLEET enables these reports to be easily produced and this is helping keep the customer happy and ensure compliance with the Service Level Agreements built into the contract.

Operatives use it to 'clock on' at the start of their shift ...

"This system is proving to be a very useful management tool," says managing director Paul Hurley. "It's enabling us to keep our customers better informed, which is raising customer satisfaction levels and this must help us to retain our customers. We are also using the fact that we have this capability as a key selling point when preparing our business case to win new contracts.

"For our drivers it also provides an easy-to-use navigation system to take them between points by the shortest possible route using good quality maps and clear voice instructions. As a result we are expecting to see a reduction in overall mileages, which should reflect in reduced fuel costs.

"There is still a lot more functionality available to us in TomTom WEBFLEET and we look forward to making use of this to increase our efficiency, reduce our costs, and further improve our customer service levels."