

# Solent Fish Limited



## Solent Fish

### TomTom WORK helps ensure the fish is always fresh

Faster and more efficient delivery of its seafood products, improved customer service, reduced fuel bills, and increased driver safety are the key benefits to wholesaler Solent Fish Limited from using TomTom WORK's connected navigation system to track and manage its delivery fleet.

#### The Company

Premier supplier of fresh fish and shellfish

Portsmouth based seafood specialists Solent Fish is the premier supplier of fresh fish and shellfish to the catering trade in Hampshire, West Sussex, Dorset and the Isle of Wight. The company's main business is the processing of fresh chilled seafood. Supporting this trade is a shellfish purification operation and live shellfish holding tanks offering local lobsters and native oysters. In addition the company has a cold storage facility enabling it to offer frozen fish from around the world. Established in 1992, the company has built up a strong reputation for its product quality and knowledge and its reliable and friendly service.

#### The Challenge

Dependable and on-time delivery service

Every day the company's fleet of six vans makes deliveries to premises across a wide swathe of south east England. Customers include small restaurants and pubs as well as larger concerns. Whatever their size, they each expect two things: a dependable and on-time delivery service and product that is as fresh as possible. Some customers are located in rural areas and their premises can be hard to find, especially by drivers new to the company. This was costing Solent Fish money in wasted fuel and training time. Ensuring that drivers are able to reach customers by the shortest route would contribute to the product being fresher as well as cutting mileage leading to reduced fuel usage. It was also important to be able to obtain information about expected arrival times from the drivers in a safe way in order to keep customers reliably informed.

#### The Solution

TomTom WORK Active

Solent Fish installed the TomTom WORK Active solution towards the end of 2007. This is based around the TomTom WEBFLEET on-line vehicle tracking and tracing system that operates in real-time and monitors and guides vehicles and staff. It also provides a fleet management and planning capability and can produce a wide range of reports.





Each vehicle is equipped with the TomTom LINK 300 tracking device with integrated GPRS modem and built-in SIM card which is Bluetooth compatible and a TomTom GO navigation device. Instructions can be sent through the TomTom GO unit and touch-screen technology enables the driver to instantly and safely confirm his/her acceptance of the task. Once a task is accepted the TomTom GO unit provides directions by the shortest route using clear voice instructions and easy-to-follow maps.

Significant improvement in delivery performance

Since installing the system Solent Fish has seen a significant improvement in delivery performance resulting from better control over the fleet and the ability of the satellite navigation feature to direct the driver to a destination by the shortest route. Because the system also provides live traffic information, drivers can avoid hold-ups and use shortcuts to keep off congested major trunk roads.

Accurate information about when a delivery can be expected

Knowing where each van is at all times and being able to communicate with the driver instantly is also helping to keep customers better informed. The office can provide accurate information about when a delivery can be expected and, where required, can redirect a driver to make an ad-hoc delivery or change the sequence of deliveries.

“We are extremely pleased with the system ...”

Director Ian Griffiths says: “We are extremely pleased with the system and the support we have received from TomTom. It has helped to improve our customer services levels and delivered other benefits too.

“The satellite navigation makes the driver’s day easier because they simply follow the directions issued by the TomTom GO unit in the vehicle. This takes a lot of pressure off them, which, combined with the touch screen system, must help to improve their safety on the road and cut mobile ‘phone costs. It is also helping to identify when a vehicle is being used for private purposes, which is contributing to savings in fuel consumption.