

"From the first person who takes a call to the last person who sends out billing – everyone at Clayton's uses Navman."

Mike Clayton, Towing Supervisor,
Clayton's Towing Service



Clayton's Towing Service Enjoys These Benefits with Navman:

- INCREASED EFFICIENCY ACROSS THE BOARD
- IMPROVED CUSTOMER SERVICE
- SIGNIFICANT TIME AND COST SAVINGS
- ACCURATE CHARGING OF TIME SPENT ON SITE, INCLUDING WAITING TIME



Company Background

From cars to semi trailers, Clayton's Towing Service transports and tows anything on Australia's Sunshine Coast. They also provide breakdown and towing services for Royal Automobile Club of Queensland (RACQ) callouts. To help the business run more efficiently, Mike Clayton, the company's Towing Supervisor, knew they needed a tracking system to see where their vehicles were and reduce their reliance on 2-way radios.

Mr Clayton spent a year looking into systems and ultimately chose Navman because:

- Navman easily interacts with other systems. In Clayton's case, when new jobs come in, they can be entered into Translogix for billing purposes and, at the same time, be automatically dispatched through OnlineAVL to the vehicle – saving a great deal of administration time.
- He wanted to go with a proven company – if he was going to put in the money, he wanted reliability in return.

Ease of Use

Today, Clayton's has Navman installed in 21 vehicles and it's on 8 computer screens in the office. Mr Clayton says, "That's another reason we chose Navman – I saw the demo and it looked so easy to use. It's been self-explanatory. We just loaded it on and off we went. People with no computer skills now use Navman every day." **Clayton's saw Navman's benefits after the first week** and since they've had Navman installed, they've realised definite returns.

Increased Efficiency Across the Board

"Navman's helping everyone work smarter," explains Mr Clayton. "For instance, our 4 dispatchers used to use 2-way radios so our drivers had to wait until dispatchers were free. OnlineAVL has cut that time right back. "For overall accountancy, Navman's great," states Mr Clayton. "Our account manager gets the big picture of the business and we can verify all our work – check RACQ dockets, verify timesheets, accurately price jobs, make sure guys take their breaks, monitor pick up and drop off points – you name it."

Improved Customer Service

Because they don't have to guess where their vehicles are, Clayton's customer service has improved – making the company look more efficient and professional. **Clayton's drivers like Navman too.** "When we told them we were installing Navman, there was some



"Everything's easier. We use it more than I ever expected and we'll be installing more units soon. Now we'd be lost without Navman – we couldn't operate nearly as efficiently."

Mike Clayton, Towing Supervisor

resentment – some said we shouldn't be allowed to watch them. But now our drivers can't live without it! Everyone just gets on and does their jobs – quicker and easier than before," says Mr Clayton.

Significant Time and Cost Savings

Mr Clayton says, "The guys used to think they were going the fastest way, but with M-Nav, they're learning new routes and we're definitely seeing cost savings and increased productivity because our trucks don't go where they don't need to." They're also saving in terms of staff. "Now we can hire a wider range of drivers because they don't need the same level of local knowledge as they used to – with the OnlineAVL and M-Nav we can get anyone to a site quickly and easily!"

Accurate Billing

Navman helps settle disputes as well. Mr Clayton explains, "We drop off and pick up a lot of hire equipment. If a building site manager disputes a bill and says we were only there for 5 minutes, we can now give him a Navman report that shows what time we arrived, how long we spent on site and what time the vehicle left. **So disputes are down and I accurately charge out my waiting time – another money-saving benefit.**"