

Tracking Provides Doherty Transport 'Edge Over Competition'

COMPANY BACKGROUND

- Shipping and transport company operating for 30 years
- Transports in all states, from west coast to east coast
- Has a fleet of 20 trucks and 7 coach buses
- Operates 24 hours, 7 days a week
- Employs 35 staff

AT A GLANCE

- Experienced increase in productivity due to improved communication and employee accountability
- Made huge savings on phone costs
- Improved the level of customer service they provided
- Gave a rating of '10 out of 10' for the ease of using the solution





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Colin Doherty, co-owner of Doherty Transport, an extensive shipping and transport company based in the Illawarra region of New South Wales for the past 30 years, has teamed up with local communications company "Accent Communications" to utilise "Navman", and found their solution and services invaluable. "What", do you ask, "could have had such an impact on this well established company?" Answer: Navman Vehicle Tracking Solution.

The Navman Vehicle Tracking Solution provides Doherty Transport with real-time visibility and monitoring of their vehicles and mobile employees. In addition, the solution allows Doherty Transport to review historical data through a sweep of reports and 'replay a day' feature and to communicate with their field employees at a fraction of landline and mobile cost.

Managing a fleet of 20 trucks and 7 coach busses, Doherty Transport was looking for a reliable and user-friendly system so they could monitor and communicate with all their vehicles. Not being confident technology users, a system that was user-friendly was paramount to the team at Doherty's. "We are probably not the greatest users of computers and we found (Navman) very easy to use. Colin gave the ease of use of the OnlineAVL desktop software a rating of "10" out of "10".

Accent Communication managed the installation of the Navman tracking device and two-way text messaging terminal (MDT-850) in all of the trucks and buses, including the training and installation of the OnlineAVL software.

KEY FEATURES OF THE SOLUTION

- Real-time accurate GPS location units and data transmission
- Detailed vehicle activity logs with time, date, speed, mileage, ignition on/off events and many more
- Map from country to street level with vehicles detail and direction of travel mapped
- Email, desktop pop-up or sms alerts on entry/exist of specific areas, panic switch, unauthorised movement of a vehicle and more
- Search street, route vehicle to and find nearest vehicle to a location features
- Reporting suite with reports on trip, activity, overspeed, idling, customer site visits and much more

INCREASED PRODUCTIVITY

Colin installed the Navman solution 16 months ago and instantly realised "untold" increases in communication levels between management and employees and employee accountability. "In trying to track down trucks and that sort of thing, you know where they are at every moment". With thorough progress reports and detailed activity logs, Colin was able to cut his bottom line including phone costs and down time resulting in increased productivity across the board.

The Navman Vehicle Tracking Solution also had a direct impact on conflict resolution for Doherty Transport. Colin said "if customers are ever looking for any of their products or someone rings up and says they haven't received them, we can tell them within a matter of minutes when it was delivered and what time it was delivered."

RETURN ON INVESTMENT

Doherty Transport experienced immediate benefits after utilising the Navman Vehicle Tracking Solution:

- increase in productivity
- improved time management
- accountability of employees
- evidencing proof of delivery
- vehicle load and driver security
- improved customer service
- reduced phone costs and
- open and increased communication between management and employees

EDGE OVER COMPETITION

Being able to offer both current and prospective customer an added level of security has given Doherty Transport the edge over their competitors. Colin points out "I think it's a benefit to customers if they know you've got the added security of having had Navman installed. It puts their mind at ease." Colin also remarked on the amount of information he received from having Navman. "We're pretty happy with all the information we can gather from the OnlineAVL desktop software. It gives us everything we need." Colin's overall satisfaction was rated highly with "a definite 10 out of 10."

