



Mitchell Trucking Co. Ltd.

Connected Navigation improves business significantly

Since Mitchell Trucking installed their new TTW system, they have reduced numerous costs such as fuel and telephone charges. Importantly, they have also raised levels of customer service, giving the company a competitive edge in their market.

The Company

Pelletized express deliveries throughout UK and Europe

Mitchell Trucking, is a successful transports and logistics company from Middlesbrough, specialising in palletised, next day deliveries throughout the United Kingdom and Europe transported on their fleet of curtain sided and flat bed vehicles. In addition to this they also offer warehousing facilities, airfreight and deep sea services. The business is driven by the self confessed truck enthusiast, and Transport Director, Colin Mitchell. Influenced by his father, he has been involved with trucks since he was a young boy. They now work side by side and are passionate about providing a high quality service to their customers.

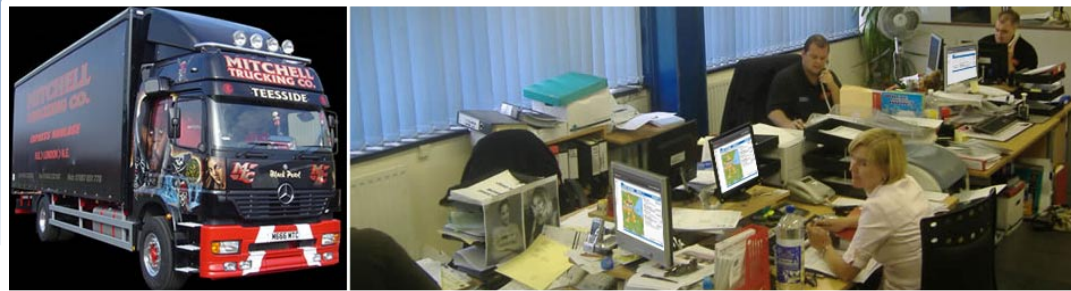
The Challenge

Tracing and locating vehicles 24/7 in real time

After encountering a number of problems with a previous fleet management solution, Colin Mitchell knew he needed a connected tracking & navigation system which, above all, could trace and locate their vehicles 24/7 in real time.

“We have been receiving more and more requests from our customers enquiring about the time of delivery. Previously we had to call the driver and then go through a 5 to 10 minute conversation trying to locate and calculate a time of arrival. However this process lead to vague information which was not accurate enough for the level of customer service required. The new TomTom WORK solution provides us with real time information on exactly where our trucks 24 hours a day are whilst calculating the estimated time of arrival to a delivery or pick-up point - at a glance. Additionally we also need a stable, reliable and intuitive satellite navigation system, which the drivers and dispatch team can rely on.” Colin Mitchell, Transport Director, Mitchell Trucking.





The Solution

Using TomTom WORK since December 2006

In December 2006 Mitchell Trucking introduced the TomTom WORK Connected Navigation solution to their fleet. All thirteen vehicles were connected through the two-way communication network which enabled them to be tracked throughout the UK and Europe – monitored on the browser-based tracking and reporting software system TomTom WEBFLEET. This easy to use system enables their operators to see accurate vehicle positions - in real time – and simply draw off detailed reports. There is also the added benefit of being able to communicate both office to driver, and driver to office through quick and simple text messages.

The drivers now enjoy stress free driving as they can communicate safely with hassle-free navigation to anywhere in the UK and Europe - assured that they get there first time, and on time, with the TomTom satellite navigation system.

TomTom WORK improves customer service and saves money

The TomTom WORK solution has brought countless benefits to customer service:

- Respond to customers enquiries within seconds
- Simple and safe 2-way communication between office and drivers
- Reduced phone costs through use of unlimited GPRS communication
- Reduced fuel costs due to reduction of mileage
- Security of knowing where all vehicles are at all times
- Planning is easy and reliable - Reports can be downloaded at one click
- Additional and vital information specific to HGV vehicles - low bridge software, guiding vehicles on a safe route to destination.

“... ordered and fitted within four weeks.”

Colin Mitchell is really pleased with the impact these changes have had:

“We previously had satellite navigation and tracking from a different provider. The system couldn’t support the number of users we required and it became harder and harder to retrieve the information we needed because of the slowness of the system. TomTom WORK is instant with the great advantage of being able to monitor in real time. We were already using TomTom Satellite Navigation and I was glad to hear this solution was completely compatible with the units we already had. It’s a great solution, we had it ordered and fitted within four weeks.”