

“We were trying to close a deal with Sara Lee®, and there was a lot of competition for the business. Just before the Sara Lee folks left the meeting, we decided to show them how we use GPS TimeTrack™ to let Siemens® VDO, another customer of ours, dispatch jobs directly to our trucks. Once dispatched, the Siemens VDO staff can also login and view the locations of their shipments. The Sara Lee people were so impressed with the real-time visibility they would get using our service that they choose us over the competition. We won a \$1million deal for an investment in GPS TimeTrack that cost a few thousand dollars.”

— Mark Thomas, owner and managing director at Thomas Logistics

Thomas Logistics™



Spotlight

- ▶ Proof of delivery
- ▶ Faster invoicing
- ▶ More accurate driver timesheets
- ▶ Enhanced safety
- ▶ Lower insurance risks

Background

Thomas Logistics is a 20-year old Australian warehousing and distribution company serving commercial customers including Sara Lee and Siemens VDO, as well as other large enterprises in the automotive, healthcare, packaging and food industries. Until recently, the company had no way to verify when a driver arrived at and departed from a customer site. Management relied on drivers to complete run-sheets and delivery dockets. If a driver completed the run-sheet incorrectly, or a delivery docket was lost, payroll and billing accuracy suffered accordingly.

Results

With GPS TimeTrack, Thomas Logistics is now able to provide indisputable evidence as to what work its drivers performed and precisely when that work occurred. As a result, the company can invoice a customer just minutes after delivering goods to a customer.

Challenge

To improve the process of tracking and recording driver locations and activities and also to increase customer service levels.

Solution

In summer 2007, Thomas Logistics began using GPS TimeTrack from Xora on BlackBerry® devices, supported by the powerful Telstra network. Drivers now create run-sheets on the phone-based GPS TimeTrack application, ensuring that driver data – including when they arrived at a customer site, when they left, what was delivered, and to whom – is authentic. Thomas Logistics administrative staff, as well as some customers, also receive email alerts when a driver picks up supplies and is en-route to the customer site.

Thomas Logistics has also seen an improvement in the accuracy of their payroll. When drivers clock in and out of their shifts on their phones, that information is completely tamper-proof as the Xora system stamps these shift events with a location and time. It has also cut down on the amount of paperwork required by drivers and office staff.

Furthermore, the company is also able to better monitor any exceptions to their typical workflow, as well as enhance the safety of its operations. If a truck has been idle for an extended period of time, the Xora system will notify the appropriate Thomas Logistics staff members. Safety has been enhanced by the Xora system as the company can now monitor the speed at which the trucks are traveling. By reducing speeding violations, the Thomas Logistics carries lower insurance risks - and drivers are less likely to be involved in accidents.

“GPS TimeTrack is a fantastic tool for fleet management. It has improved our ability to service customers and manage billing and invoicing. We reviewed a number of solutions before settling on GPS TimeTrack and none were comparable on price or performance. I only hope other distributors don't find out, because GPS TimeTrack provides us a tremendous competitive advantage. The technology has become a valuable selling tool when we approach customer prospects about new business.”
- Mark Thomas