

SupaTrak provides Contact Marketing with a cost effective end-to-end solution



Contact Marketing (NI) Ltd is an independent sales, merchandising and distribution company based just outside Randalstown, Co. Antrim, Northern Ireland. The company distributes a combination of their own brands and private label products to all trade sectors, including multiples, symbol groups, Cash & Carry's, independent wholesalers, garage forecourts, major supermarkets, the independent pet trade and pet superstores.

Contact Marketing, who have been trading for over 26 years, have been tracking their vehicles for some time, but in Summer 2007, they decided to convert to the SupaTrak vehicle tracking system from CMS SupaTrak. They had been left disappointed by their previous supplier, who failed to provide the necessary product support and resolve reporting issues which they experienced. In addition to these problems, the monthly fee for vehicle tracking was far higher than that charged by CMS SupaTrak. According to Steven McGarry, Managing Director of Contact Marketing, "it wasn't until we

found out the monthly cost of SupaTrak and compared it to what we were already paying that we realised how extortionate our previous supplier's costs were."



"The service provides a real end-to-end solution"
Steven McGarry,
Managing Director

Contact Marketing chose to track their vehicles for a number of reasons, including vehicle security, route efficiency and overall vehicle management. When the drivers take the vehicles home each night,

Contact Marketing are able to track the vehicles and monitor

usage and unauthorised journeys. Steven explains that "the drivers are aware that the vehicles are being tracked and we have noticed a trend of more efficient driving behaviour". "They adhere to their designated routes, with no variations"

The SupaTrak system has also helped the company to achieve more efficient customer service, through the ability to view the precise location of each of their vehicles. Contact Marketing are able to respond to the needs of their customers in a more timely manner by matching the driver closest to the customer, with the relevant job.

The SupaTrak vehicle tracking solution reports on parameters including speed, direction and journey start and stop time. By studying these reports, Steven has noticed that "the vehicles are now being driven how they should be—more efficiently".

Since the implementation of SupaTrak, Contact Marketing have been safe in the knowledge that they have the support of a fully managed service team, available 24/7. Steven comments that "on one occasion, the support team at CMS SupaTrak contacted me to notify me of a problem, even before I had noticed there was a problem.....they have a truly proactive approach". "The service provides a real end-to-end solution".