

CASE STUDY

SupaTrak helping Chauffeurs to pick up and deliver on time

SupaTrak, the vehicle tracking system developed by CMS Global Technologies of Swindon, is increasingly proving the perfect solution for a whole range of companies wishing to manage, control, monitor and manoeuvre their mobile assets more efficiently.

Colchester-based Arnage Weddings fitted SupaTrak to a trial number of its Bentleys a few months ago and has been so delighted with the savings in time and fuel economy it plans to fit them to the rest of the fleet shortly.

The company's Managing Director Wesley Phillips decided to try a tracking system for the first time after noting fuel consumption anomalies in some of the routes undertaken by his drivers during their Chauffeur work. He found SupaTrak during a Google search and was sufficiently impressed by its website – www.supatrak.com – to give it a try.

He particularly liked the fact that it was possible to see a working example of the system and hence be able to accurately assess its suitability and flexibility to meet his needs. And he plays tribute to the service he has received from CMS since installing the system, which along with the price he describes as very good.

"I was struggling to understand why fuel consumption differed on the same journeys. After fitting SupaTrak it was immediately possible to see why: some of the drivers were speeding and driving the cars too hard," he says.

"Now they don't, and apart from saving money there is less wear and tear, which is important for any business that has high value mobile assets it wants to protect. The SupaTrak also adds a security dimension to the equation and reassurance should any of the vehicles be stolen or hijacked," he adds.

Mr Philips says he also uses SupaTrak to help drivers find pick up or delivery locations and, when he gets a call from a customer, to be able to quickly tell them where the car is and when it will arrive, all of which increases productivity and provides a higher level of customer satisfaction with the service.

As or Wesley's experience demonstrates, SupaTrak is clearly much more than just a tracking device. Low cost and user friendly, the system updates a vehicle's position every 60 seconds, whilst the centrally-hosted web browser UK mapping facility ensures all vehicles are visible at all times.

SupaTrak also comes with a comprehensive reporting function that includes start/stop and historic 'history trail' options, so users can see where their vehicles have been, when and at what speed.

Add in some of the other available options such as satellite navigation, telemetry recorders and full European mapping, together with the ability to link SupaTrak to a company's existing collection devices and back office systems and you have a totally integrated, secure system capable of many additional operational tasks.

But most importantly, its simple, it works, can communicate with almost anything and is cost effective to use, starting at 69p a day and with no ties to long-term contracts.