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SupaTrak helps Alan Day Honda reduce driver distractions and improve customer service

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

Alan Day Honda in Southampton is one of the latest companies to start using the system and says it is helping the company reduce distractions and delays when customers call for an update on a delivery vehicle’s arrival.

 ALAN DAY

Alan Day Honda, which installed SupaTrak on its three delivery vehicles in January, says the system is quick and easy to use, and is saving it a lot of time responding to customer enquiries. Before SupaTrak, it was racking up costs and losing time phoning drivers to ask where they were and then calling the customer to give them an update when an enquiry was received. The company was also concerned at the safety implications of distracting a driver whilst he was on the road.

Now, when a call comes in, one of 10 employees with access to the system can quickly look at the vehicle’s position on the screen and immediately be able to tell the customer where it is and when it will arrive. Alan Day Honda’s Group Parts Manager (South), Stuart Henry, says the drivers are much happier not being interrupted en-route and his onsite staff loose less time responding to customer enquiries. He adds that customer feedback on the accuracy of response has also been very positive.



“I realised that vehicle tracking could be a solution to our problem and found SupaTrak during an Internet search. The website demonstration convinced me it could be the solution we needed and this has proved to be the case,”
he says.

“There are other benefits to using SupaTrak as well. If a speeding ticket comes in we can quickly find out who was driving at the time, we can ensure the vehicles are not used for private journeys, and we can see if they have been moved over the weekend when they are not being used.

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“On occasions I have also used the system to check driver routes and determine whether there is a more cost effective or quicker way to reach their destination.”

“It is also an advantage to be able to switch the trackers into other vehicles with the minimum of fuss as we change our delivery vehicles every few months. In fact the system has cost effectively improved our operational visibility so much I am considering adding trackers to other company vehicles in the future,” he adds.

As Stuart’s experience demonstrates, even the basic SupaTrak system has many commercial uses beyond simple tracking. Low cost and user friendly, the system’s centrally-hosted web browser UK mapping facility ensures all vehicles are always visible at all times. And the basic SupaTrak also comes with a comprehensive reporting function that includes start/stop and historic ‘snail 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.

