



A.J. Tutill & Sons Ltd

Editors note: Teletrac Inc. and Navman Wireless are now merged as a global telematics powerhouse. This content was created prior to the unification of both brands.

Delivering great service with Navman Wireless and iCOS LIVE

A.J. Tutill & Sons Ltd has been delivering freight in Auckland since 1921. You don't survive in business for over 90 years without understanding what your customers want.

Real time information = great service

"The only thing I'm selling is a service," says Neil Bowman, Operations Manager. "There are lots of freight companies in Auckland, lots of trucks and lots of drivers. But service is our point of difference. No one beats us on service."

A. J. Tutill has been using iCOS (internet Cargo Operating Solution) LIVE for freight management since 2011. The system allows clients to place job orders online, and track and trace consignments from pickup through to delivery. The freight management software

is linked with the iCOS warehouse and despatch system, which sends the jobs to iCOS LIVE once the orders are picked.

In 2013 the company integrated Navman Wireless with iCOS LIVE to provide a complete freight and fleet management solution.

The company operates 42 vehicles covering the greater Auckland area, from Pukekohe to Silverdale. These include a mix of crane trucks, 8 wheelers, curtain siders and flat decks, each one fitted with an M-Nav 800 messaging and navigation terminal in the cab and a Qube tracking device mounted under the dash. OnlineAVL2 software allows despatch to monitor all vehicles on a big display and to communicate with drivers and manage their workflow. The iCOS LIVE software is integrated with OnlineAVL2, so customers can place orders and check on pickups and deliveries in real time.

HERE'S HOW A.J. TUTILL HAS BENEFITED FROM INSTALLING NAVMAN WIRELESS TECHNOLOGY

- Full visibility into where drivers are, when they got there, what they're doing and why
- Confidence that drivers can see multiple jobs and respond to them all on schedule
- The ability to communicate with individual drivers via messaging
- Integration with iCOS LIVE freight management software
- Customers can log jobs online, improving efficiency and reducing noise



A. J. Tutill prides itself on consistently delivering freight on time. "We constantly monitor all jobs and stay in touch with the drivers," says Neil. "We're very hands on. Navman Wireless makes it easier."

"You could probably manage 20 trucks in your head," says Neil. "But with the number we have that's impossible if you want to consistently provide exceptional service. Tracking with Navman Wireless you can see where they are, when they got there, what they're doing and why."

"We need to know where everyone is at all times. And we do, because it's all up on the big screen. If a customer asks 'Where's your driver?' we can say 'He's right outside your door.'"

Neil Bowman
Operations Manager, A.J. Tutill & Sons Ltd

It takes good people to deliver great service. And good people stay with the privately owned company. Neil has been with the firm for 29 years.

"This is a family business," says Neil. "John [Tutill] runs the company. He's here every day, looking at the big screen in despatch, keeping an eye on everything and making sure we're really responsive."

That attention to detail sets the tone. "We manage despatch pretty aggressively," says Neil. "That's a real point of difference. We make things work, and we make sure they work well. If a customer books a job in the morning and wants it delivered that afternoon, we make it happen. If there are just three pallets on a truck and one needs to get from the airport to Henderson by 2 o'clock we'll tell the driver to get moving straight away. We won't make him wait till he has a full load." That pays off for A. J. Tutill – and its customers.

Customer Satisfaction

"I can think of a number of our customers who depend on that level of responsiveness. They can say to their customers, with complete confidence, 'You'll get it this afternoon.' And they know we'll make it happen. We always do."

To deliver to that standard requires granular information. "We need to know where everyone is at all times. And we do, because it's all up on the big screen. That gives us the ability to see where everyone is and what they're doing – whether they're on the road or on site. If a customer asks 'Where's your driver?' we can say 'He's right outside your door. He arrived at 8:27.' The system works off GPS, and GPS doesn't lie."

The combination of Navman Wireless and iCOS LIVE helps reduce noise in despatch. "Jobs come in online, so we don't have phones ringing all day. The customer enters the job details; we despatch the trucks with messages."

The messaging system gives clarity and is a critical point of contact. It also reduces noise in the cabs. "We used to despatch jobs by RT [radio telephone]. You'd have to repeat instructions and drivers had to listen to everyone else. Now we can send five jobs to a driver and we know he will see them all on the screen of his M-Nav 800. And we can check and see when he's picked them all up."

Drivers, too, have embraced the system. "Some of the guys find new technologies daunting, so this was initially out of their comfort zone. But once they saw the maps they loved it."

The Navman Wireless system also helps reduce unauthorised use of vehicles. "If someone wants to use a truck to help a family member move house, they'll ask. We'll say OK. If we know about it, it's alright. It's more of a deterrent against unauthorised use," says Neil.

Support matters to A.J. Tutill. "We like it that when you ring up for support you can talk to someone local who understands our business. We've known the guy we deal with for over 10 years."

"We looked at a number of systems and Navman Wireless was well out in front. They've been investing in R&D and that gave us confidence they'll be around for the long haul."

Coming from a freight company that has been delivering for over 90 years, that's a real compliment.