



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.

## Tech protects the animals

The Society for the Prevention of Cruelty to Animals (SPCA) is well known and loved in New Zealand for its work rescuing and protecting animals in need. SPCA Auckland helps approximately 15,000 animals each year, and with assistance from GPS fleet tracking provider Navman Wireless, is getting there much quicker.

SPCA Auckland field officers and inspectors are out and about every day in the society's fleet of ten rescue vans, and to help them on their way they use Navman Wireless GPS tracking devices (Qubes) and in-cab messaging terminals (M-Navs).

Back at the call centre, staff work seven days a week taking calls from members of the public and routing field staff to jobs using the fleet tracking software and messaging terminals. They determine the best person to send to a job based on how close they are and what service is required, then input the route and send contact details to the field officers or inspectors.

"The main benefit is being able to see our whole fleet at a glance," says SPCA Auckland Inspectorate Co-ordinator, Brydee King.

"Everything is in real time, so this helps us determine the best resource to send to the site. We also keep an eye on how long our officer has been at a site. While there is no standard length of visit, we do monitor the time so we can contact them to check if anything is amiss or if they need help coaxing an animal out from under a house, for example."

### From low tech to high tech

Before SPCA Auckland installed Navman Wireless about eight years ago, they used RTs (two way radio).

"It wasn't always effective, sometimes the RTs would go out of range, and our drivers were using map books while driving which was not always safe," says Brydee.

The other problem was having to wait to communicate until the field officer or inspector was back in the cab.

"After a job the inspector or field officer would call in, then we'd give a list of the new jobs. We gave all the information verbally over the RT and there were often mistakes or confusion, as it was quite easy to mishear. Now with Navman Wireless the process is smoother, faster and more accurate."

*"Using Navman Wireless GPS fleet tracking makes things quicker and easier, meaning we have more time to spend on the animals themselves."*

**Brydee King**  
SPCA Auckland, Inspectorate Co-ordinator

### Hard to find? Not any more

SPCA Auckland always tries to respond to calls from members of the public, usually animal lovers who are worried about the treatment of animals, but sometimes less confident about the location.

"We sometimes get calls from people where the directions are pretty vague," says Brydee. "They may have been driving past a rural property and noticed something, but they don't have the address at all. We might be told, 'aroundabout this area, behind the fruit and veggie shop', which is not much to go on."

Before Navman Wireless, the field officer or inspector would have to drive around and try to find the address themselves. Now call centre staff can look it up using OnlineAVL2, the tracking software and narrow down the location.

"We can look at street and aerial views to get a more accurate idea of the address, and we might find a nearby business to ring for more information. This enables us to give much more specific directions to the driver."

*The main benefit is being able to see our whole fleet at a glance. Navman Wireless has made us hugely more efficient.*

**Brydee King**  
SPCA Auckland, Inspectorate Co-ordinator

Brydee says Navman Wireless has made them hugely more efficient.

"The call centre is doing the bulk of the work of locating the addresses, where previously this work fell to the field officers or inspectors on the road."

### **Improving customer service**

Navman Wireless also helps SPCA Auckland with customer service.

Field officers and inspectors are so busy, they can't always update the system immediately after completing a job. Call centre staff can search OnlineAVL2 to see if someone from the SPCA has visited an address previously. This is useful for repeat visits, but also if they receive follow up calls from concerned members of the public. Call centre staff can check the address, then reassure the caller that action has been taken.

The call centre also makes good use of the messaging function.

"We sometimes send a group message to all the field officers and inspectors if we need them to bring in their first aid kit to be restocked, if there are animals to be picked up on the way in, or to let everyone know if someone is away from work," says Brydee. "We can message them as they drive into work, so it's a really efficient way to communicate."

Brydee says that SPCA Auckland has a huge job to do.

"But using Navman Wireless GPS fleet tracking makes things quicker and easier, meaning we have more time to spend on the animals themselves."

### **Benefits:**

- Being able to see the whole fleet at a glance helps determine the best use of resources
- A faster, smoother and more accurate process in giving jobs to field staff
- GPS location and routing speeds up animal welfare and rescue visits
- Visits are logged so that call centre staff can reassure concerned members of the public that action has been taken