



Web based **Vehicle Tracking**
& Mobile Data Solutions

Case Study - Bristol Tile

Bristol Tile chose to invest in vehicle tracking from **Concepts-Online** because it offered a simple, yet highly effective means of meeting their aim to cut down on the use of costly and inefficient agency drivers, improve fleet productivity and to ensure that each of their drivers was treated fairly at work and followed government working hours legislation.



Company Profile:

Bristol Tile began trading in the 1970's, first operating as an independent tile retailer, before being acquired in 1993 by Buildbase owners, The Grafton Group plc. The company, operating from Fishponds, Bristol, distributes extensively across the South West of England and South Wales, supplying new house builds, tiling contractors, local authorities, specialist tile and bathroom shops, department stores and builders merchants with their substantial range of products.

Business Needs:

Bristol Tile contacted **Concepts-Online** when looking for a vehicle tracking provider following advice from their parent company, with the aim of meeting several key business aims. General Manager David Salter explains "... we had a number of key criteria we wanted to achieve by installing vehicle tracking on our fleet, and talking with other group employees about what a positive impact **Concepts-Online** had had on their businesses led us to believe they could easily meet our demands".

"We knew that we wanted vehicle tracking to make sure we were getting the most out of our fleet, maximising the productivity of each vehicle... on the same level, we also wanted to cut down the number of times we had to employ extra transport to make deliveries that we just couldn't handle because vehicles weren't available." "The issue of working hours and staff performance was also a key factor. We needed to be able to validate the amount of work completed by our drivers and the overtime being claimed. From the start we wanted to have the drivers involved, and for them to see that work was divided fairly, especially making sure that agency drivers were pulling their weight, and not parking up somewhere for the day to do nothing, yet still taking home a pay packet". "**Concepts-Online** has helped us do all this and much, much more".



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Bristol Tile

Knowledge is **Power** - Efficiency is **Revenue** - Control is **Profit**



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System Installation:

"We knew we wanted something straight forward and simple to use..." says Gary "... something we'd be able to get on with straight out of the box, and **Concepts-Online** has provided this". "We've had no teething problems whatsoever, and every part of the installation process has been handled quickly and professionally. "We've been looked after every step of the way, from the minute we placed the order, to the vehicles being fitted, to the guy turning up to train us on the software, everything has gone smoothly, and now we're up and running and seeing the benefits". "The customer service has definitely been first rate".

System Benefits:

"One of the main benefits we've seen from the system has come from how open and transparent we've been with our drivers". "There was understandably a bit of apprehension before we had the vehicles installed, but we seem to have got the right approach to getting this to work for all of us." "The drivers know we didn't want to use this as a tool for catching them out, but that if there ever is any suspicion over an unusually long journey, or a lunch break, then we can look into a vehicle's history and see what someone has been up to. We're finding now that drivers are getting back in on time, or early, so overtime payments have been considerably reduced, we're getting more jobs done per day, so we're making more money, and we're not having to rely on outsourcing work to other firms or turning business away, so costs and lost sales are down."

"The drivers are also seeing the benefits. They may not have it as easy as before, but they're happy with how the system works". "In fact we've still got all of our original drivers." "They can look at the software and see that they're not being targeted to do more than their share of the work, they can plan the most efficient routes to take to a customer site, and they know that this is giving them job security, because they're constantly busy and well utilised."

What the future holds:

Choosing to purchase vehicle tracking from **Concepts-Online** has certainly been a positive step for Bristol Tiles. "We're aware of other suppliers in the market, but can't imagine they compete with what you guys have to offer..." explains Gary "...we didn't buy the system on price because we knew we wanted more than just a run of the mill solution, but we're confident enough to say that the savings we've made will have covered the investment in less than six months." "Vehicle tracking has easily paid for itself with all the costs we've reduced and the extra orders we can fill." "The future for us involves expanding the number of deliveries we can make, by adding extra vehicles to the fleet. At the moment we're looking at using a small LCV as a 'run-around' to concentrate on the local deliveries, and naturally we'll have this tracked, along with the rest of our vehicles on the **Concepts-Online** software."

Why choose **Concepts-Online**?

In today's ever changing business world the challenges of managing fleets of vehicles & manpower are greater than ever before. We have a solution that not only takes care of all these challenges but will increase your profits and efficiency at the same time.

Our **Vehicle Tracking system** is the most sophisticated, easy to use and by far the most cost effective on the market. Tracking your fleet of vehicles has never been easier! So from 1 to 1000 vehicles, **Concepts-Online** is the solution you need.



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