



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

## Case Study - The Serious Food Company

The Serious Food Company contacted **Concepts-Online** when searching for a vehicle tracking system that they believed could offer a unique and innovative solution to their fleet management needs, beyond industry standards, but would prove competitive on price.



the  
**serious**  
food company

### Company Profile:

The Serious Food Company produces and distributes a wide range of food and drink, including both the Sunjuice and Frobishers brands, to the major supermarket chains and independent retailers. To ensure that all goods arrive at the customer site at the optimum level of quality and freshness, the fleet of 12 multi-temperature vehicles, make deliveries nationwide daily from depots in Slough, South Wales and Birmingham.

### Business Needs:

The main aim of Serious Foods Distribution is to ensure that all goods arrive at the correct destination, on time and at the level of quality at which they left the depot. To facilitate this, Serious Foods contacted **Concepts-Online** with the goal of better monitoring the journeys their fleet undertakes, in an attempt to generate greater route efficiencies and increased performance.

Serious Foods required a system that would offer a live view of their vehicle fleet, presented in a format that would display, in real-time, exactly where vehicles were located, and allow the user the opportunity to assign new delivery 'drops' or adjust existing routes. The ability to monitor and report the amount of time each driver has spent on a journey, to assess whether perishable goods would arrive at their destination in good condition, and to appraise driver performance was also a necessity of the system.

Whilst the basic components of route tracking were important, the ability of **Concepts-Online** to offer a range of features far beyond that of our competitors was a factor instrumental to our success in winning the Serious Foods contract. One such feature of the Explorer program is the capacity to display whether or not the vehicle doors are open or closed. This enables the operations team to monitor the quality of their products, by evaluating the amount of time goods have been exposed to increased temperatures resulting from a non-sealed environment. This has proved invaluable in allowing the company to meet its distribution team's mission statement, "Serious Food - Reliably Delivering Seriously Good Food".



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The Serious Food Company

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



the  
**serious**  
food company

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### System Installation:

The Serious Food Company Operations Manager, George Georgeiou, described the hardware and software fitting as "an undemanding process". "The engineers worked on the fleet when the drivers had completed their daily routes, so it was during the time when vehicles would have sat empty... we didn't really notice the installation process had happened until the software was installed and we saw we could go live".

### System Benefits:

George Georgeiou believes that "...the fact drivers know we can watch where they are and how many of their drops they've finished, helps us with the number of jobs we can get done in a day. If a driver finishes his route, we know when he will be coming back to the depot, so we can prepare to restock the van and send it out to another customer... we get the jobs we were going out to each day done more quickly, and now we can schedule more work over the week". "Urgent delivery requests that we might not have been able to take before, we can send someone out to now, which helps us keep our customers happy, and increase our revenue at the same time".

### What the future holds:

The Director of Operations, Gary Feldman, is keen to further integrate **Concepts-Online** with the day to day running of the company. "The program is a really effective management tool that helps us offer the same day personal service that we want to... I switch it on first thing in the morning and check it throughout the day to make sure we're working as well as we can, and to see what we can change if something's not going quite as it should be". "We're working with the Concepts team at the moment to increase the number of vehicles that we have tracked, and to help develop new system features for our company that will make running our fleet even easier than it is now". "The system has worked like a dream for us, and with the effort that I know goes into expanding and developing the system, I'm confident that we will be **Concepts-Online** customers for a long time to come".

### **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 will not only take care of all of 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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