



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

Case Study - Southern Tyre Services

Southern Tyres acquired vehicle tracking from **Concepts-Online** when looking for a system to help co-ordinate and manage their 10 vehicles, with the aim of creating greater fleet efficiencies, and offering an improved level of customer service.



Company Profile:

Southern Tyres was established in 1988 to offer a complete tyre management service to commercial customers in the south of England. The company provides a complete and flexible service to its customers, offering to undertake work wherever necessary in order to best serve the customer's needs, whether it be at the roadside, a customer's home or place of work, or at one of the Southern Tyres depots. As a mark of their success, Southern Tyres now maintains over 600 trading accounts, including numerous prestigious contracts, such as the Surrey Fire Brigade, Biffa Waste Services and Sainsburys, and has recently joined the esteemed Michelin MBA dealer network.

Business Needs:

Southern Tyre Services (Commercial) Ltd. had previously trialled a vehicle tracking system from an alternate supplier, but had been unconvinced by its performance and cost effectiveness. The company opted not to continue with the purchase, however, during a period of 6 months without a system it became apparent that obtaining a tracking service was a necessary step forward in maintaining a modern fleet, and so began a review of the available suppliers.

Southern Tyres contacted **Concepts-Online** to purchase a system, with the most basic of requirements in mind - to display exactly where their vehicles were located at any particular moment. The firm operates as a reactive 24/7 service organisation, and so the primary function of the system would be to dispatch the closest available vehicle to a job, ensuring that the vehicle contains the required tools and equipment.

A further prerequisite of the system was to help the company with their efforts to manage both their fleet and their employees. The program would need to offer support in meeting peripatetic HS&E regulations, regarding lone workers and the condition of their working environment, and offer an increased level of security and surveillance of the vehicles.



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Southern Tyre Services

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



**SOUTHERN
TYRES**

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System Installation:

Southern Tyres believed that the **Concepts-Online** Explorer program was the most suitable and cost effective solution to meet their business needs. "We knew what the program offered and how effectively we could integrate it with the day to day running of our fleet." described David Bettley, Company Owner. "We've always felt that we have a good personal relationship with the Concepts team... if I ever need to talk to someone I know that they're always at the end of the phone and pleased to help. They're not like most larger companies where you get a mechanical voice asking you 50 questions and you end up no further down the line... liaising well with customers is clearly an important part of their business".

System Benefits:

Southern Tyres run the **Concepts-Online** Explorer program throughout the day, as a live and interactive system. This allows the company to respond immediately to any job that arises. David Bettley believes that "...the whole company benefits by using the system... the drivers know that we can see exactly where they are and that they're not going to get a phone call to interrupt them whilst they're at the side of the road and in the middle of a job... it also means that we can inform our customers of exactly when we expect to be with them, and better schedule our commitments... we get more work completed in a day, and offer our customers better satisfaction from our service".

What the future holds:

David Bettley believes that "...we get exactly what we need from **Concepts-Online** Explorer, its made running our fleet so much easier". "I describe our company as a 'distress purchase business', as clients predominantly contact us when a problem occurs, rather than to arrange regular work. The system allows us to put our customers' minds at ease and let them know we'll have them sorted and moving again, within a specific, and more importantly, a realistic time frame." "...we know that the system is continually being updated with new features... our plan, now that we're competent with the software, is to spend some time to see exactly how much more it can help us and our customers".

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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