



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

Case Study- water for work and home



Company Profile:

Water for work and home are the largest privately owned, water cooler firm in the UK, providing coolers and dispensers to over 10,000 offices and homes, and serving approximately 100,000 people with drinking water each day. The company reach their customer base utilising their dedicated fleet of over 40 vehicles, a fleet which has been tracked, managed and optimised by **Concepts-Online** Explorer for the past several years.

Business Needs:

Water for work and home pride themselves on being passionate about the product they offer, and the service with which that product is delivered, from both a customer service perspective, and a broader environmental duty of care. The company have long since established a commitment to champion their 'green' credentials, and careful management of their vehicles is essential to this. Ensuring that their fleet runs as economically and waste-free as possible was one of the key aims they hoped to meet when procuring a vehicle tracking system. The brief for investing in **Concepts-Online** was that reducing vehicle inefficiency would serve not only to reduce costs in a difficult economic climate, but to reduce the carbon footprint of their organisation. Water for work and home are happy to tell us that we have provided the tools they need to meet and surpass this target.



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water for work and home

Knowledge is Power - Efficiency is Revenue - Control is Profit

System Usage:

Distribution Manager Phil Lerwill is responsible for ensuring that their vehicle fleet meets its promise of delivering goods on time, and uses our system as part of the company's strategy to provide customers with a first rate service. Water utilise our software to precisely locate exactly where each vehicle is at any given time. With this knowledge, and with destinations created as Zones Of Interest, they can ensure that each vehicle is progressing through its itinerary for the day on schedule. Such a level of control over the fleet means that any delays that may occur, which could affect a customer, can be instantly recognised and dealt with appropriately. Contingencies can be put into place prior to any shortcoming, ensuring customers experience only the seamless good service they expect.



System Benefits:

Water for work and home take their responsibility to their workforce very seriously. Employees at Water may take their vehicles home at night, and so our software is used to extend Water's duty of care past the end of the working day, by sending SMS messages to the transport team to confirm that all employees have arrived home safely.

Concepts-Online Explorer is also used as a means of authenticating employee mileage claims, as water employees do not use their vehicles for private journeys. Our software is used to corroborate this fact, and to help employees avoid any unjust tax payments, ensuring the system works not just for the employer, but the employee as well.

Transport Team Leader Brian Reynolds is also a keen user of our system. His branch uses the system's ability to find the nearest, and most suitable driver to a particular location, so that should a situation arise whereby a rapid response is required, they can guarantee that the correct vehicle is sent, and then monitor that vehicle en route. Sending the right person to do a job once has proved to be far more cost effective than having to repeat visits unnecessarily.

What the future holds:

As a customer, water for work and home have proved to be one of the many success stories our organisation has seen. From their initial order date, the company has expanded its fleet of tracked vehicles to over double the original size, and there are no signs of slowing down, as sights are set on yet further expansion of their fleet.

At **Concepts-Online** we are continually striving to be the best vehicle tracking provider available, and looking to see what we can do next to better our service. So you, and water for work, can be confident that whatever needs may arise in the future, we have a solution in place to satisfy those requirements.

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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