



Harrie Goesten

Cannot really do without TomTom WORK anymore

Since October 2006, Harrie Goesten uses TomTom WORK. This means that the 11 trucks are equipped with a TomTom GO and a TomTom LINK and, by using TomTom WEBFLEET, the route, the drivers and the communication are organized. Usage of TomTom WORK does not only provide extra benefits in the costs, but also it enhances the safety of the drivers and the flexibility of the transport planners.

Trading, potatoes, vegetables and fruit with around 200 employees

The Company

Harrie Goesten has almost a century of experience in trading potatoes, vegetables and fruit. By purchasing directly from trustworthy growers, the price, product range, supply and therefore a quick delivery are key features of this distributor and importer. With around 200 employees and a storage and reloading center in Drunen of around 10.500 m², fast and efficient organisation processes combined with a structured administration, an experienced and enthusiastic sales team and an efficient order processing, Harrie Goesten is well equipped to satisfy its consumers.

The Challenge

Harrie Goesten has been searching for years for a tracking & tracing system that provides a possibility for communication between the office and the drivers. In the spring of 2006, John de Coo, ICT manager at Harrie Goesten, heard of TomTom WORK. After contacting TomTom WORK, De Coo came into contact with Modatec, supplier of mobile solutions. They organised a reference visit at another user, Olympia Express. After this, Goesten purchased the system. De Coo is very satisfied about the communication between Goesten, Modatec and TomTom WORK: "At Harrie Goesten we have always had direct lines in our communication. And with Modatec as well as TomTom this is the same!" according to De Coo. "I have the direct mobile number of Rob Ger-aedts of Modatec. If I have a question, I can reach him at all times."

11 trucks working with TomTom WORK since October 2006

Since October 2006, Harrie Goesten has been operating with TomTom WORK. The company has 11 trucks working in shifts that drive around approximately 18 to 20 hours per day. Early in the morning the drivers leave to deliver their cargo to the customers and pick up the return load. If the drivers have arrived at their destination address or if they have loaded at a certain address, they will communicate to the office how much space they have left so empty space can be filled up at an auction or distributing loca-



tion nearby. This communication used to be done through telephone. Because a lot of drivers called in at around the same hour there used to be a large peak in the morning. As a consequence, this caused a long waiting queue and extra costs and stress.

The Solution

The introduction of TomTom WORK has attributed to a big change in this process. Drivers now send a message with their GO unit to indicate that they have reached the end of their route or that they have completed a load. In this message, they indicate how much available space they have left in their trucks. The department 'Incoming Transport' connects this information to a new order including the address where the driver can drive to. The advantage is that the driver can send this message when he has time to do so and the new route is being indicated by the TomTom GO instantly. Frequently it happens that a planner sends a new order out as soon as he is aware that a driver is loading at a certain address. Because messages are being used instead of voice traffic, the telephone costs have decreased dramatically. And by using the TomTom GO, the drivers do not get lost anymore. Also there is less stress on both the office as well as in the vehicles which enhances the safety of the driver. Next to this, the department 'Incoming Transport' can see at any moment in time where the vehicles are located which improves the planning efficiency. An extra advantage is that all the communication is stored and an assignment can be traced back easily.

De Coo uses all the features of TomTom WEBFLEET. He has for instance marked the area around Harrie Goesten. "We get a message when one of our vehicles is near our building. Therefore we know if somebody is almost home." De Coo says. "In the future we want to dedicate this system to provide our vehicles directly to the ideal unloading location. They will drive to this location immediately and therefore we will use our time even more effectively". De Coo has added an extra purpose for this system: a fuel module. Drivers indicate by using their TomTom GO units how many liters of petrol they have purchased. Once a month John loads this data directly into his Excel application and therefore he can calculate the average fuel consumption per vehicle. "Drivers and planners are very happy with TomTom WORK" according to De Coo. "They cannot really do without it anymore." By implementing TomTom WORK, Harrie Goesten is ready for today's order, tomorrow's demands and the shipments of the future!"

"... And by using the TomTom GO the drivers do not get lost anymore. ..."

Less stress for both the office and the drivers