



## Home James Limited

### TomTom WORK system supports 'You drink, We drive' service

A unique service that lets people enjoy a night out and get home safely in their own car is being operated on Jersey by Home James Limited. At the heart of its efficient operation is the taxi fleet management software Taxi.connect integrated with TomTom WORK's WEBFLEET system.

Collecting and returning customers and their cars safely

#### The Company

Established fourteen years ago on the island of Jersey, Home James Limited offers a unique service to local residents. Using a fleet of 15 cars and a team of 40 drivers, the service enables customers to socialise and enjoy a drink safe in the knowledge that they and their car will be collected and returned home safely. With its business model centred on telematics technology and excellent customer service, Home James has been so successful that it is now available elsewhere in the British Isles as a franchise. The first franchisee has already been appointed in the North East of England.

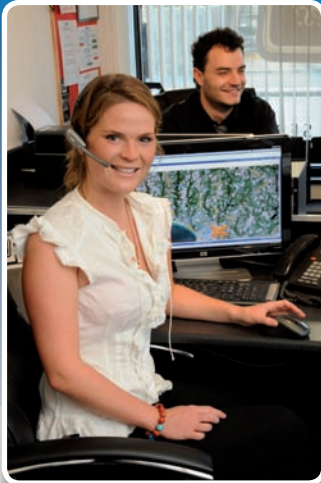
Technological solution enabling efficiency to be optimised

#### The Challenge

For Home James founder Stacy Miller the challenge was how to operate the service efficiently - and therefore profitably - in a market well served by conventional taxi and private hire companies. A fundamental issue is that two drivers are required and the key to success lay in finding a technological solution that would enable their efficiency to be optimised.

At first Home James relied heavily on radio communications, verbal instructions and the use by drivers of good local knowledge or paper maps. Each of these held the potential for error as well as adding time and cost into the process.

Finding a way to improve the speed and accuracy with which bookings could be handled and instructions passed to drivers was essential to achieving a cost-effective operation. Allied to this was the importance of assisting drivers to more easily find locations, especially when operating in unfamiliar parts of the island.



### The Solution

TomTom WORK specialist systems integrator Connectfleet had developed a taxi fleet management system called Taxi.connect. TomTom WEBFLEET supports 'connected navigation' systems that combine vehicle tracking with instant two-way communication using safe touch-screen technology and SMS messaging along with satellite navigation. At Home James the company uses the TomTom WORK Compact solution. These GO portable navigation devices require no installation and are Bluetooth enabled to allow both text and voice communication between driver and control room. They also incorporate a tracking capability, which allows Home James to know precisely the location of the nearest vehicle to any ad hoc collection requests that come in. By means of a simple SMS message sent through the GO unit, the control room can immediately ascertain its availability to take on the job and if the response is positive the address details are provided automatically through Taxi.connect. The driver is then directed to the location using clear voice instructions and the market-leading TomTom routing and mapping software.

50% improvement in  
productivity means  
more happy customers

**"We look after between 400 and 500 customers a week," says Stacy Miller. "At busy times we'd expect to handle two jobs an hour, but the efficiencies we are enjoying with this system mean that we can often handle three an hour, which is a 50% productivity improvement."**

"Our drivers also find the satellite navigation a great boon. And it adds flexibility to our operation as we can send drivers into areas that they don't perhaps know too well confident that the sat nav will get them to the pick-up point by the best route. "Customers have also acknowledged the improvement in our service. It's particularly good that we can give them a very accurate pick-up time in line with our policy of giving customers a five minute notification of their collection. Should their car be delayed we can also quickly identify another to take on the job. "We're also seeing a reduction in our telephone costs and are making savings by needing fewer people in the control room because the integrated system is now so automated."