

# LEXUS

Lexus Leicester



## Lexus Leicester Limited

### TomTom GO 9000 provides car dealer with benefits of telematics in a single flexible, portable and transferable unit

Lexus Leicester has experienced greater productivity, easier communication with its drivers, reduced phone bills and dependable mapping with the introduction of the TomTom GO 9000 into its delivery and collection service.

#### The Company

Lexus Leicester is part of the UK's largest prestige motor dealer group

Situated in a state-of-the-art Lexus Centre in Leicester, Lexus Leicester is part of the Sytner Group, the UK's largest prestige motor dealer group. Lexus Leicester operates a busy aftersales department which prepares vehicles for sales and customer loans, and services customers' vehicles on a yearly/10,000 mile basis.

As a key function, the aftersales team is responsible for the collection and delivery of customers' cars and some of the vehicles sold through the sales team. It also uses company pool cars to carry out jobs such as collecting tax discs.

#### The Challenge

Accurate ETAs essential for scheduling and customer satisfaction

The aftersales team serves between 7 and 12 customers per day, half of which are loan car supply and collection, the other half are a combination of deliveries of purchased vehicles to customers. Customer locations can be considerable distances from the dealership itself, which means there is a requirement for drivers to travel to previously unknown areas and addresses making the estimation of journey times important for operational scheduling. The highest levels of service are demanded from loyal customers, resulting in greater pressure to provide accurate ETAs.

Having the ability to track and dispatch provides a clear solution to those requirements, but with drivers swapping between three or more cars a day, the system had to be fully flexible and transferable in a single, stand-alone unit.

"We have one full-time driver supported by other members of the aftersales team to carry out deliveries. We needed a system that could track each vehicle and dispatch messages and addresses, rather than call them," says Workshop Controller Emma Beadman, who is responsible for this area of Lexus Leicester's operations.



### The Solution

Jobs are done quicker, it's a good communication device and easy to use sat nav!

The search for a solution to Lexus Leicester's need for a system which could track vehicles, provide satellite navigation and be flexible enough to transfer between vehicles led Emma to the TomTom GO 9000 unit, known as the Compact solution. The off-the-shelf, standalone unit is as easy to fit and operate as TomTom's award-winning consumer sat navs yet has all the business features drivers and office staff need to make the team more effective. With drivers changing vehicles two or three times a day, the GO 9000's flexibility was the key to Emma's selection.

"The unit gets swapped from car to car on a daily basis so the driver keeps the sat nav head unit on them at all times," says Emma. And, as different employees use the unit, ease of use has been an important feature of the GO 9000.

"Being able to track vehicles has made a big difference to us operationally as the combination of accurate estimated time of arrivals and live HD traffic avoidance information helps boost our customer service levels. Having the communication facility means driver safety is also better as we don't have to contact them via their mobiles. In turn, that has had the knock-on effect of reducing phone bills," she continues. "With the GO 9000 jobs are done quicker, it's a good communication device and easy to use sat nav"

"We had used other driving aids in the past but these weren't achieving what we needed so we started looking around for alternatives," says Emma. "We began by asking our suppliers and they said to have a look at TomTom's products, which is when we discovered the GO 9000 in the TomTom WORK range.

"We liked the features on the GO 9000, being able to use it to track vehicles and send messages to drivers, and the fact that it was a brand we knew, gave us confidence we were making the right choice. TomTom gave us some simple training and support so we could immediately implement it into the operation, having that support gives us peace of mind."