



McGimpsey Brothers Removals Ltd

Ireland's premier removal company works with TomTom WORK

Ireland's premier remover chose TomTom WORK's Connected Navigation in December 2006, and they state: "We feel we have definitely made the right decision to go with TomTom WORK. It's just what we want! TomTom WORK provides everything in one solution."

Services are local and cross-border removals

The Company

McGimpsey Brothers Removals Ltd is Ireland's premier mover and is rated as one of the finest removal companies in the world. They hold contracts with some of the largest global companies and have their own agents in over 100 countries, spanning five continents. The company's special services are local and cross-border removals, weekly container shipments to Australia, Canada, New Zealand, South Africa, USA, worldwide air and sea shipments to all destinations etc. McGimpsey Brothers is the only removal company in Northern Ireland to have its own purpose-built, bonded and containerised warehouse and office facility.

looking for a powerful tool to respond short enquiries, and to redirect vans

The Challenge

The company was initially interested in satellite navigation systems, so that drivers could find customer premises more easily. "We wanted to reduce the pressure on the office staff who had to print out maps for drivers. They used to have a lot of trouble finding some addresses." Paul McGimpsey, Operations Director, says that the company's business has been changing during recent years. "People used to book a move months in advance, but now they call and ask: ... 'How quickly can you move us?' ..."

The company spent several months researching the market for a reliable and powerful fleet management and tracking and tracing solution. Finally, they made their decision: "Connected Navigation from TomTom WORK seemed to fulfil all our requirements. We were looking for a powerful tool to respond easily and quickly to adhoc enquiries, and to redirect vans as required."





The Solution

Ten vehicles and trailers are equipped

"TomTom WORK is great!" Paul McGimpsey says. "It only took us a couple of weeks from the first enquiry at beginning of December 2006 to the installation before Christmas." Ten of McGimpsey's vehicles and trailers are equipped with the TomTom LINK and TomTom GO units to facilitate their daily business of corporate and domestic relocations in the UK and Southern Ireland. "With the new system," Paul McGimpsey states "we gain more control over our vehicles and activities on the road. Also the office is now working at optimum efficiency."

Saved 7000 GBP insurance costs

The company saved 7000 GBP just by reducing the insurance premium costs, "and tracking definitely contributed to this." They of course saved communication costs too. The office and the drivers on the road use two-way-messaging instead of mobiles. "Firstly this contributes to cutting down the time taken to communicate. And mobile usage is much more expensive anyway." The company now also has an audit trail of the times of collection and delivery etc. Additionally they are expecting to see fuel savings. "This together with the increased efficiency throughout the whole operation promises a return on investment within a short period of time." McGimpsey says.

"We have definitely made the right decision to go with TomTom WORK."

Paul McGimpsey said: "We feel we have definitely made the right decision to go with TomTom WORK. I had been looking at alternatives for some months prior to our enquiry. However the mapping used by your competitors let them down. My brother saw the TomTom WORK advert in a magazine - we said 'That's just what we want!' - TomTom WORK provided everything in one solution. They are easy to do business with; from the first enquiry via the website through to implementation, calls are always returned promptly. The Sales team gave a really good service. They came over to see us, understood our requirements, showed us how the system fitted into our business - we could see immediately it was for us, and had verbally agreed the order before they left the airport! The product is excellent, and McGimpseys place great importance on our own efficiency and professionalism, so we were pleased to experience the same high standards from TomTom WORK."