



Rapid Response
Solutions Limited

TOMTOM  WORK



TomTom WORK system brings competitive edge in recession

A connected navigation system from TomTom WORK is proving to be an important tool in helping Portsmouth specialist haulier Rapid Response Solutions to. The system is aiding better fleet utilisation, more effective partnerships with customers, reduced costs and improved cashflow.

The Company

Rapid Response Solutions Limited has been providing lifting, moving and transportation solutions successfully for over 10 years. It operates a fleet of 18 trucks and vans along with lorry-mounted cranes and other lifting equipment. The company provides both specialist and general haulage services throughout the UK and Europe from depots in Havant and Birmingham with outstations in Eastbourne and Bristol.

Over the years partnership agreements have been established with several blue chip companies. This long term commitment allows the company to invest in equipment, IT and training to keep the services they provide at the forefront of quality and reliability.

The Challenge

As recession impacted on the business and price cutting became a more pronounced feature of the transport landscape, the directors recognised that they needed to establish and maintain a competitive edge through increased efficiency. The partnerships established with customers formed the basis on which better collaborative working arrangements could be built that would lead to a sharing of cost savings and a positive outcome for both parties.

Making these improvements required the clever use of technology. Optimum use had to be made of valuable vehicles and equipment such as truck-mounted cranes. The ability to respond positively to customers, often at short notice, was paramount and it was more essential than ever to keep them informed. Ensuring that all costs for work carried out were recovered efficiently would help cashflow during difficult times. And identifying the role that drivers could play in reducing fuel costs was important.



The Solution

Following a thorough market evaluation the company chose the Active system from TomTom WORK. This provides full tracking and tracing, safe and instant two-way communication, and high quality navigation based on the WEBFLEET fleet management software, LINK tracking device, and GO portable navigation and communication unit.

Reduces empty return loads saving costs

The system allows Rapid Response Solutions to know precisely where each of its vehicles is at any time. This enables them to give customers accurate arrival times for their delivery or collection and makes it easier to identify which vehicles are available to take on return loads, which can significantly reduce empty running and cut costs.

It even extends to giving customers direct password-protected access to the information gathered by the TomTom WEBFLEET software. This enables them to check the progress of their own consignments and is made easy because the system is entirely web based so can be accessed from anywhere.

A number of the company's trucks are fitted with cranes to provide a self loading/unloading capability and these frequently make deliveries of machinery to construction sites. Here the time spent operating the crane is often built into the cost of the job and through WEBFLEET the company is able to identify all periods of engine idling. As a result they can quickly determine if the amount of time the crane is being used exceeds the quoted time and are able to add this cost to the invoice.

Invoicing through WEBFLEET increases cashflow

As the information is immediately available and the company invoices at the end of each day, this feature contributes to better cashflow. It also provides an evidence trail to show exactly when and for how long the operation of the crane took place.

The company is also seeing opportunities for rewarding drivers whose driving behaviour leads to better fuel efficiency. "Through WEBFLEET we can now see how a driver's behaviour is impacting on the truck's fuel performance and are developing a bonus scheme that will reward good driving that helps us contain our costs as well as keeping our drivers and other road users safer," says managing director Paul Barber.