

**“FLEETSense helped us increase productivity by 20% and cut fuel and mileage costs by 10%”**

Dave Gisborne, UK Aftercare Manager,  
Snap-On Diagnostics & Equipment



## VOICE OF THE CUSTOMER

### The Company

A leading distributor to the automotive service industry

Snap-on is a distributor of high-end quality hand tools, tool storage and garage equipment to the automotive service industry in the UK and worldwide.

Snap-on Diagnostics & Equipment, a division of the company that revolutionised the tool industry nearly 100 years ago, has customer service agents operating out of a state-of-the-art control centre in King's Lynn, Norfolk.

Working within strict Service Level Agreements, Snap-on engineers install, service, repair and calibrate equipment used for vehicle diagnostics, air conditioning, tyre balancing and MOT and emission testing.

“One of our most important resources are our engineers,” says Dave.

### The Challenge

Installing WEBFLEET cut operating costs and increased productivity

**Snap-on had previously appointed FLEETSense to install Webfleet Solutions** to help simplify their fleet management tasks, improve operations and efficiency as well as obtain real-time access to information such as vehicle data, tracking points, GPS positions and driver information.

**This installation has proven to be a real success** and has enabled the company to capture data automatically with its workforce tapping into one and the same operating system. It has, importantly, released time and resources and resulted in significant savings of the company's operating and maintenance costs.

“After consulting FLEETSense, we recognised the need and value of implementing Webfleet Solutions. It has enabled us to control our operations far more efficiently, reduce labour intensive tasks and cut costs. As a result, our productivity has risen by 20%,” explains Dave.

Greater real-time visibility of mobile operations was required

With WEBFLEET software installed, the company was able move on to tackling their next problem. **Whilst able to track and trace their engineers via the Webfleet Solutions Vehicle Telematics, the company lacked real-time visibility of their exact movements.** Each of their 41 home-based engineers would receive their routine call list, via their Mobile Service device, at the start of the week. It was their responsibility to put together their own schedule and route to complete around 35 jobs and respond, when required, to ad-hoc breakdown requests.

This meant that the company's customer service agents back at their control centre, were not able to inform customers of the accurate location of an engineer or what time they were likely to arrive. It could take multiple calls between the agent, engineer and client to schedule urgent breakdown requests.

“We had little visibility of our mobile operation,” comments Dave. “Engineers planned their own schedules and routes and we couldn't tell our customers when an engineer was coming. As a result, the planning of urgent breakdown calls and ad-hoc visits could be extremely time consuming.”



Seamless  
integration of  
MaxOptra with  
WEBFLEET boosts  
productivity and  
cuts costs

Manual scheduling  
and routing of jobs  
is replaced by a  
dynamic automated  
system

Real-time ETAs  
enhances customer  
service levels

Up to 80% of  
breakdown calls are  
allocated an ETA at  
first point of contact

## The Solution

Following consultation with FLEETsense, **the company decided to add the MaxOptra vehicle routing and scheduling software solution.** Its intuitive and easy to use approach, combined with the seamless integration with the company's existing WEBFLEET system, appealed.

FLEETsense's expert engineers completed the integration in a professional and efficient manner whilst also offering training and support to the company's customer service operating team.

"We had selected WEBFLEET because of its modular system which meant we could add other products at a later stage. Its open API allowed for a smooth integration with MaxOptra which complements our WEBFLEET system very well," explained Dave.

## How it Works

MaxOptra removes the stress from planning by producing routes that automatically take into account vehicle capacities, order volume, delivery time slots and driver availability. It optimises stop sequences for multi stop routes and allows you to add or remove customers with ease and amend real order volumes. Accurate ETA information is sent via text, email and social media channels.

Removing the extremely time consuming route and job planning process has meant that the engineers now start each day with a clear job schedule and routes planned out for them in advance. **The company's workforce uses one and the same system, providing their customer service agents with full visibility of the exact location of their vehicles and engineers.**

"We needed to overcome scheduling and routing challenges. This combination of WEBFLEET and MaxOptra has helped us optimise those and obtain real-time visibility," adds Dave. "It has boosted our service levels and productivity and has resulted in a significant increase in the overall efficiency of our operations."

## The Benefits

FLEETsense tailored their award-winning products to meet the company's specific needs. **The unique WEBFLEET and MaxOptra product combination offers a full end-to-end service management and operating solution.**

This helps the company's customer service agents plan and communicate around 40,000 visits a year to garages and service workshops across the UK and Ireland.

All the information they need is on one screen with updates of ETAs throughout a day due to accurate vehicle tracking location. They can instantly see where the engineer is, when they arrive on-site and where they are due next. Availability for breakdown calls can be assessed remotely based on location and workload. Up to 80% of breakdown calls are now allocated an ETA at first point of contact. An attractive competitive edge for their customer relations.



Intelligent route  
scheduling has  
reduced planning  
time by 80%

More jobs are  
completed,  
productivity is up  
by 20%

## The Benefits (continued)

"MaxOptra has given us visibility of our most important resource – our engineers!" continued Gisborne.

"We have reduced the number of calls required to book or confirm an appointment and we are routinely achieving service level metrics to point of fix, not just first touch, of more than 9 out of 10 across the operation. Our customer feedback for breakdown calls is also averaging more than 90%."

Not surprisingly, it has improved performance and productivity. **Engineers complete more jobs efficiently due to the intelligent scheduling and smarter route planning.**

**A reduction in mileage and fuel costs has been another important benefit of this.**

"FLEETsense are real experts in the field of fleet management and operating systems. They understood how both WEBFLEET and MaxOptra could be applied to our company to boost service levels and productivity. It has resulted in lower maintenance and operating costs and has been a huge asset to our business and customers. The training and support provided have been first class," finishes Dave.

Tom Dickerson, Managing Director at FLEETsense adds:

"Fuel, insurance and maintenance costs are the biggest expenses when operating a fleet. Having full visibility of mobile fleet operations is key when looking to streamline the routing and scheduling of vehicles and drivers.

**Improvements come from pulling together the systematic networking of a company's mobile workforce with office staff and processes.**

Fleet managers often struggle with poor fleet utilisation. Our software solutions help analyse fleets, help save fuel, maintenance (including tyre wear) and insurance premium costs and have a proven positive impact on driver behaviour. Having all data at your fingertips offers easy access for legal and compliance evidence as well.

Our expert knowledge, combined with our Reseller Partner status with leaders such as Webfleet Solutions in the Vehicle Tracking and Telematics industry, means we are able to seek out, test and recommend the best products for fleet operators.

FLEETsense – Fleet Management Solutions That You Can Trust

### At FLEETsense we will work with you to:

1. understand your key operational challenges
2. review your fleet utilisation
3. talk through any driver behaviour related concerns
4. investigate vehicle costs (uninsured expenses, maintenance, wear & tear)
5. offer you solutions where operational improvements are required