

Meath Based Haulier Wins More Business By Allowing Clients to Pinpoint Their Loads in Real-Time Throughout Continental Europe



“With Mobil-i there is no tie in. This I believe is crucial as it means they have to keep everything working smoothly in order to keep my business.

As opposed to their competitors who would have tied me in with a long lease and not had half the incentive to ensure their service performed”

Morgan International Transport is a national and international haulier based near Navan, Co. Meath. They operate 7 vehicles and transport a mixture of refrigerated and dry goods loads. The company is owned and run by Glen Morgan and it employs 8 drivers.

Morgan International Transport has been in operation since 1989 and for the last 10 years has had a vehicle tracking solution.

Up until the end of 2008 they were using Ctrack from Digicore. However since the beginning of 2009 they have moved over to Mobil-i. “Ctrack provided us with what we needed for a long time” says Glen “However as the technology has moved on we were attracted to Mobil-i by the breadth of their product offering” Glen Continues. “In particular I was won over by JMobile which allows me to monitor my fleet when out and about. I was also keen on the Garmin integrated messaging capability that Mobil-i can provide” Glen concludes.

Indeed the implementation of the Garmin integrated

messaging has already paid dividends that more than cover the cost of moving to Mobil-i. In the past Glen would have had to rely on text messages and voice calls in order to communicate with his drivers and at around 35 cent per text and 70 cent per minute for a voice call this quickly added up over the month for 8 mobile phones. The company regularly faced mobile phone bills of €65 up to €200 per month per driver.

Since the implementation of the Garmin integrated messaging, where Mobil-i MStTrack can communicate directly to a standard Garmin in the truck cab, these mobile bills have been significantly reduced to between €25 and €40 per month. “This feature alone is saving me between €500 and €600 per month” states Glen.

To get the same benefits for your business call Mobil-i on 01 8079806, email us on info@mobil-i.com or visit www.mobil-i.com

Other cost savings have been realised by reducing engine idling times. Idling for 1 hour can burn 3 to 5 litres of diesel. With his drivers travelling throughout continental Europe, where temperatures can be significantly higher than Ireland, Glen was finding that some drivers were running their engines all night just to keep the air conditioning running in their cabs. This meant that they could easily be burning €50 per night on diesel while they slept!

Mobil-i's engine on and off reports pinpoint idling, and unlike some of their competitors they are able to distinguish the difference between engine on and just ignition on.

Mobil-i hasn't just brought cost savings to Morgan International. In addition they have helped them to win extra business. "Having all of the features that Mobil-i provides as standard has given us great credibility with our clients" says Glen. "I have been able to install JMobile on one of my clients mobile phones which has meant they can track their own loads. I can also give my clients access to MS-Track Web for them to monitor their loads in real time remotely from their location" says Glen.

"This has allowed me to be totally upfront and open with my clients which in turn gives them huge confidence in our international transport service" Glen continues. "Going this little bit extra than our competition has already led to us taking on all the work for some clients where in the past we were only getting a smaller percentage of it" concludes Glen.

Another area where Morgan International Transport is able to offer enhanced customer service by using Mobil-i is by notifying clients as soon as deliveries are made.

Morgan International delivers regular loads of fresh fish from Ireland to markets in Spain. Due to the perishable nature of this type of load the client wants to know as soon as it has arrived, even though that is typically in the middle of the

night.

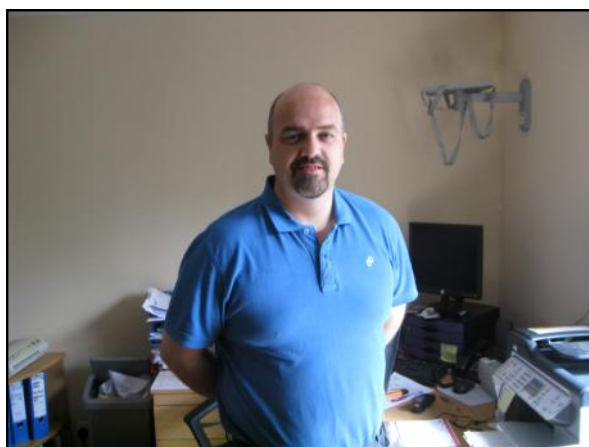
In the past this would have meant the driver texting Glen at say 3am and he would have to physically text on the message to the client.

Now however the driver enters the details of the job completion into the Garmin in his cab and the message is relayed back to MSTRack which in turn is able to automatically forward it via text message to the clients' mobile phone. This means that Glen is not disturbed and he can rest assured that his client is kept fully up to date.

With all these extra features there has been a bit of a learning curve for Glen as he transitions away from Ctrack. However Glen is full of praise of the level of support he has received from Mobil-i.

He is also much happier with the flexibility that Mobil-i provide over some of their competitors in terms of contracts. "Other fleet tracking solution providers that I researched wanted to tie me in for up to 3 years" says Glen. "With Mobil-i there is no tie in. This I believe is crucial as it means Mobil-i have to keep everything working smoothly in order to keep my business" Glen continues.

"As opposed to their competitors who would have tied me in with a long lease and not had half the incentive to ensure their service performed" Concludes Glen.



To get the same benefits for your business call Mobil-i on 01 8079806, email us on info@mobil-i.com or visit www.mobil-i.com