



CASE STUDY: EAST LANCASHIRE WAREHOUSING (ELW)

THE SITUATION

Founded in 1930 by George Maudsley, East Lancashire Warehousing is today still owned by the original family. The business has changed significantly over the 75 years it has been operating.

ELW now has...

- a state of the art IT system
- a modern and extensive fleet of over 60 vehicles, 90 trailers and 100 employees.

They initially started to look at vehicle tracking in order to cut costs on contacting the drivers and being in a position to provide customers with real time information. This would mean their customers had constant and accurate details.

THE SOLUTION

They looked at 4 possible suppliers, ELW chose Navman due to its simplicity and the efficient liaison and training by Navman.

The immediate benefits were obvious. Using the text facility meant:

- Less use of the phone.
- They had correct, timely information and could provide this to their customers.
- They also saw a reduction in waiting time because they could advise the customer exactly when they would arrive.

THE RESULT

Vehicle Tracking

- No more calls chasing their whereabouts.
- No irate customers.
- Protection against theft.
- Monitoring of their progress even through the heaviest of traffic.

The drivers actually began to enjoy their journey again, instead of being hassled by the office every hour or so.

As the solution has been implemented, their personnel have become more and more positive about the project. It has bedded in really well.

“The reason for installing the tracking solution has more than exceeded our expectations.”

The cost savings and the increased level of efficiency are obvious to see. As a solution to increase both of these, Navman is excellent.

Landline changes make substantial savings East Lancashire Warehousing changed from BT to the new landline package during the latter part of 2004.



Since then they have saved over £200 per month. No less calls - just a saving of over £2,000 per year.

The changeover was totally seamless and without any disruption.

- Neil Howard arranged the date for the changeover.
- The pence per call is substantially cheaper.
- They are also billed on a monthly basis for the calls which allows them to monitor and control their costs more.

Mobile communication is totally stress free. East Lancashire Warehousing has been with Neil Howard Telecoms for over 17 years. From these early days, the management of mobile communication has been totally stress free.

They currently have:

- Over 80 mobile phones with them.
- Many car kits and hands free solutions in the wagons.

“Neil Howard has managed our mobile communications for over 17 years. Our relationship is strong and built on the trust we have grown over these years. We find that having all our communication requirements with one supplier simplifies things significantly. **There is no-one within Neil Howard Telecoms who would not give less than 100% commitment and service.** Any problems are sorted quickly and efficiently by either our account manager or customer services. I have no doubt our relationship will continue for many years” **Sandra Ridley – Operations Director – East Lancashire Warehousing**

HOW ELW AND NEIL HOWARD TELECOMS WORK TOGETHER

“It doesn't appear to matter what sort of problems we have with our phones, we can be assured that Neil Howard Telecoms will provide help and assistance. Whether it's a ■ billing enquiry ■ problems with coverage ■ a new connection We are sure our problem will be sorted within a matter of hours.”



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ABOUT NEIL HOWARD TELECOMS

Neil Howard Telecoms was established in 1985, with over 20 years experience in telecommunications.

How can we help you?



VOICE



LANDLINE & IP TELEPHONY



DATA



VEHICLE TRACKING