



CASE STUDY

EDDIE STOBART



TRANSPORT & LOGISTICS
A SOLUTION FROM MICROLISE

Eddie Stobart

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TRADITIONAL HAULIER TO SOPHISTICATED MULTI-MODAL SUPPLY CHAIN SERVICES COMPANY

THE CHALLENGE

As one of the best known and largest fleet operators in the UK, Eddie Stobart runs more than 2,000 vehicles and employs in excess of 5,000 staff.

Eddie Stobart has been diversifying into new sectors. The demands of each of these new sectors are subtly different and the team understood that technology would be needed to underpin everything the organisation planned to do.

Traditionally focussed on the consumer and retail sectors, Eddie Stobart is now growing in areas such as industrial markets, manufacturing and e-commerce. The company was looking for a partner that would deliver technology enabling it to enter new markets and drive even better customer service and efficiency.

THE APPROACH

Having used telemetry for a number of years, Eddie Stobart became aware that the existing technology had run its course and that it needed to invest in the next generation. Eddie Stobart's Chief Information

Officer John Court challenged Microlise to deliver a leading-edge solution that really stretched the capability of what is possible right now.

"Microlise has emerged as a leader, mainly as a result of their continued investment in technology. The breadth of the functionality was an important factor for choosing them; but also their ability to deliver the solution, in good order, and in good time."

John Court, Chief Information Officer, Eddie Stobart



THE RESULT

On the new system, the Eddie Stobart customer service team can see the status of drivers in real time, enabling proactive calls ahead to customers if the team becomes aware that a delivery is going to be late.

The team is also receiving less inbound calls from drivers. Drivers are going out equipped with all of the information they need on the ruggedised in-cab tablet device installed in every vehicle.

When drivers arrive on site, they have all of the information they need, ensuring they can proceed without any delays.

Microlise is also providing a greater level of detail on how Eddie Stobart's drivers are performing on the road and is moving the company away from a paper-based system, ensuring an audit trail is always there.

“Microlise have been a great company to work with. We're looking forward to a great future and I am looking forward to deploying a whole lot more technology to help us on that journey,” says Court.



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