



GPS Tracking Saves Money, Improves Efficiencies and Customer Service Levels

The Business: Dawsons Removals and Storage Pty Ltd
www.drsaus.com.au

The Industry: Logistics, Removals, Transportation and Distribution

Dawsons is a family run business who have been established for over fifty years. The company has two divisions to their business -distribution and removals. Clients include a large range of 'household name' manufacturers and retailers across the distribution company whilst the removal business services commercial clients moving premises through to people moving house, state or country.

The Challenges:

- Dawsons has a fleet of over 40 vehicles using GPS Tracking systems across its two businesses. Due to demanding client schedules and tight factory turnaround times, the management team often need to pinpoint vehicles logistically at any given time 24 hours a day 365 days a year.
- Drivers work 12-hour shifts and often need to complete between 6 – 9 factory drops during a shift. There are often lengthy delays at the factory when unloading their cargo, which can cause major disruption to the driver's schedules.
- Any client disputes that arise during unforeseen delays can be quickly resolved with up to the minute data on each vehicles whereabouts and the exact time spent at a specific location. Therefore negating any possible blame placed on the driver or company when delays have occurred due to factory turnaround times.
- Driver behaviour and safety issues are an ongoing concern for the Dawsons management team coupled with the need to adhere to strict new work and safety legislation.



GPS System Provides Critical Data

Peter Dawson, Managing Director
for Dawsons

Unfortunately we had a major accident a few years back and as part of the investigation we provided critical data from our GPS Tracking system, which greatly helped the authorities to determine we had complied with fatigue management legislation and that the driver had not been speeding prior to the accident."



Call us today for an obligation free consultation to learn more about how GPS Tracking can help your business.

Web: www.ezy2c.com **Phone:**1300 150 500 **Email:** sales@ezy2c.com



GPS Helps Win New Business

Peter Dawson, Managing Director
for Dawsons

As a business owner I am acutely aware of maintaining a competitive edge. That's why we highlight the fact we use Ezy2c's GPS Tracking in all our vehicles when pitching to prospective clients. This gives them peace of mind that we can pinpoint our vehicles immediately and as a company we place the highest value on the safety and security of our drivers, vehicles and cargo.

The Challenges: (continued)

- Fatigue management is critical to a business that operates 24 hours a day 365 days a year.
- Increased vehicle and cargo security is of vital importance to Dawsons and their clients.
- Whilst making the decision in choosing which application / solution to use, Dawsons wanted a system that was robust and simple to use.

The Solution and Benefits:

- Having two separate businesses presented unique challenges for Dawsons. They required a business partner who understood these challenges and could offer a flexible and customised solution that would work across their fleet of vehicles.
- Factory turnaround time is a critical service level issue for their distribution business. Within seconds the management team can alert clients of any possible delays and provide a record of proof of delivery and time spent at the location.
- Dawsons now include their use of the Ezy2c GPS system within all their sales pitch's to attract new business. This has proven to be beneficial when winning new business and offers peace of mind and security to prospective clients.
- With accurate records of each driver's hours and jobs completed, admin staff have been able to verify payroll and any overtime that may have been accrued.



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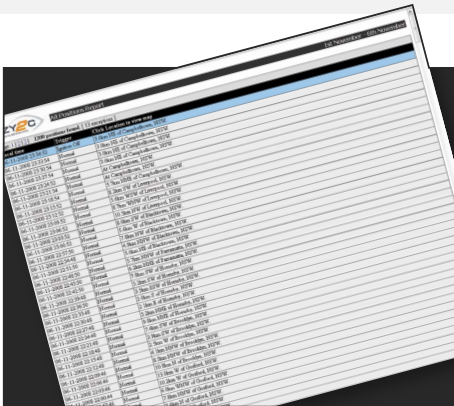
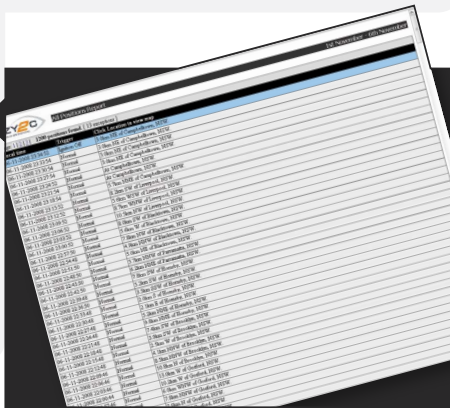
Satellite View:

Dawson's distribution company work with Australia's leading retailers and manufacturers who operate daily with tight deadlines and demanding schedules. There is little margin or room for errors or delays when each vehicle is expected to complete 6 – 9 jobs within a 12-hour shift. To be in a position to see the bigger picture enables the Dawsons management team to effectively manage their whole fleet at all times and to stay one step ahead of any eventuality that may occur that day. This control and flexibility means they can proactively deal with any situation that arises and keep the communication lines flowing between driver, base and client in such a time sensitive environment.

Private/Work Vehicle Use:

Peter Dawson Managing Director for Dawsons

We allow our staff to use our vehicles outside of work and this is considered a part of the job, however we do need to monitor excessive use from time to time. Being in a position to have a full record of private and work use has helped us to discuss these issues with our staff and to point out the occasional misuse. It has also been used during salary negotiations to show to our employees the level of personal use they have benefited from.



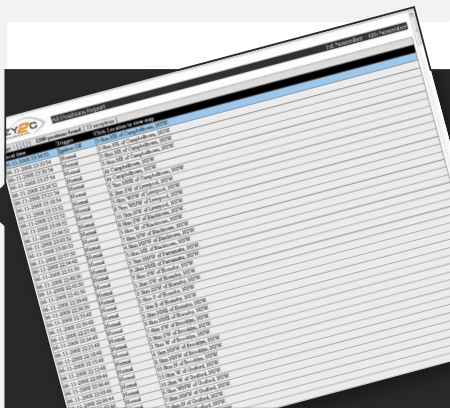
Location History Report:

Peter Dawson Managing Director for Dawsons

From time to time we may receive an email from a client or telephone call asking why there was a delay at a factory in loading or unloading our cargo. Our data obtained from the Ezy2c GPS System allows us to answer these queries accurately with up to the minute information detailing when we arrived at the location and how long we were there and what time we left. We can prove we got there on time and it was in fact our driver who had been delayed for various reasons not attributable to him or us. It really does resolve any potential disputes very quickly and efficiently.

Speeding Alert:

The safety of their drivers and the security of their client's cargo is of the utmost importance to Dawsons management team. Driver behaviour is monitored and discussed with the drivers on the rare occasions this needs to be addressed. Speeding alerts are a crucial tool to uphold Dawsons exemplary driver safety standards and the company's best practises policy towards health and safety in the workplace.



Pays for Itself Over & Over Again!

Peter Dawson, Managing Director for Dawsons

We have been with Ezy2c for over five years now and are extremely happy and satisfied with the solution we have and the high level of service we receive. It has been a tremendous asset for our business across many different levels of our operations. The Ezy2c GPS system we use has proven to be robust and achieved a healthy return on investment for us.



About Ezy2c:

Ezy2c is Australia's Leading Online GPS Tracking Company. Thousands of companies, government agencies and individuals enjoy the benefits of Ezy2c solutions including fleet management solutions, car alarm security and personal security solutions.