SUCCESS STORY



INDUSTRY Manufacturing & Logistics

LOCATION Calicut, Kerala, India

KEY CHALLENGES

- Limited control over fleet operations.
- Repeated violation of delivery schedules.
- Difficulty in efficiently assigning jobs to vehicles and drivers, leading to vehicles left without a task to commit.

BUSINESS BENEFITS

- Organizing day-to-day schedules for vehicles resulted in full utilization of all vehicles.
- Timely delivery ensured excellent service for clients.
- Alerts denoting trip status provide accurate answers for clients' calls.



Thai Group | Ashique Enterprises

Thai Group, based in Kerala, India, has business interests from manufacturing soaps, shampoos & garments to providing building materials, mining and processing services, and logistics across South India.

Managing Partner Mr. P. C. Thahir and working partner Mrs. Sakkeena Thahir head Ashique Enterprises, one of Thai Group's entities. In association with India Cements Itd, Ashique Enterprises distributes cement in Kerala since 1999, proving their ability to navigate through field's business risks and gain considerable returns. Ashique Enterprises also distributes its sister company's products throughout South India.



Delayed delivery - a common productivity woe

As they enlarged their existing fleet of over 500 vehicles, Thai Group found it difficult to schedule trips and meet proposed delivery dates. More and more clients began asking about late deliveries, and the increased questions complicated the entire delivery process.

"Without proper updates on vehicles, it was difficult for our team to provide estimated times of arrival to our clients. Our vehicles cover thousands of kilometres to deliver goods to clients. Scheduling trips and delivering goods on time had become a tedious job for our dispatchers. We then realized the need to have a system in place to fix issues as our business operations were hit severely."

Sayyid Faizal,

General Manager, Thai Group of Companies

Solution - Fleet Automation System

"Rewind to early 2012, when I was introduced to a friend who hinted me about cloud-based fleet automation. I was excited to know more about it to implement the new technology to my fleet.", says Faizal.

The primary factors Thai Group considered before buying a fleet automation system were:

- User-friendly platform
- Easy to understand reports
- Quick support and timely assistance

AVLView.com – All in One Fleet Automation System

AVLView Fleet Automation System, one of the fastest growing cloud-based fleet automation systems in the world, provided features needed to overcome



SUCCESS STORY



RESULTS

According to Mr.Sayyid Faizal:

- Productivity increased.
- Operational costs were reduced.
- Client service improved immensely.

Thai Group business challenges. With trip scheduling and live monitoring features, Thai Group and their clients are happy. No longer do they have to rely on driver reports, because AVLView provides schedule violation alerts and real time location.

"With AVLView Fleet Automation System's features and its economic price, we decided to implement this technology for our fleet without a second thought.", added Faizal.

Real time monitoring of their fleet allowed Thai Group to make appropriate decisions according to the situation's demands. With real time tracking, the exact location of the vehicles and the expected time of arrival helps accurately schedule trips, cutting down time and operation costs.

Trip history records help to find the best routes available, making route planning easier than ever. Route optimization helps to streamline vehicles, trips and drivers, curbing down the fleet's running cost.



Various types of trip reports (time based, location based and ignition based) offer brief yet informative overviews of every vehicle's trips, including information on start and stop points with timestamps, distance covered, breaks and more. In the case of Thai Group, AVLView reports showed that excessive breaks and diverted routes caused late deliveries.

"AVLView helped us track drivers' activities during the trips. Now we are sure they are fully involved in their job and not moonlighting in between. Now more trips are completed.", says Faizal.

Assigning Geofences (virtual boundaries) for vehicles reduced the use of company vehicles for private interests. Speeding and idling alerts also proved helpful for Thai Group.

"Since drivers are aware of this tracking system, they now follow the standards set by us, so no much headache on the fleet.", says Faizal.

Timely delivery to clients is essential in today's competitive market. Delivery delays may result in lost customers and blemished reputations. Ad hoc task assignment is simplified by identifying the nearest available vehicle and dispatching the information to client's location, expediting delivery and improving customer satisfaction and fuel savings.

"We are relaxed about fleet operations these days. The trip schedule feature helps us tremendously to stay organized and carry out our day-to-day delivery logistics on time. I never thought a complicated technology like this would be so easy to use." added Faizal.

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