

Swinson Transport deploys cloud-based transport management solution from TrackTrans

Automation saves time, provides flexible pricing, reduces administrative overheads, boosts business performance and improves customer service



READING, UK, May 9, 2019 /EINPresswire.com/ -- TrackTrans, a provider of end-to-end transport management solutions, has announced that Midlands-based Swinson Transport has

successfully deployed the company's cloud-based technology to connect drivers, better utilise its fleet of 20-plus vehicles and handle more than 700 deliveries every month. Since installing the TrackTrans system, the family-run business has realised tangible time savings, reduced administrative overheads, boosted business performance and improved customer service.

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In one easy-to-use application, fleet managers have complete visibility and confidence to control and communicate their end-to-end delivery processes and serve customers every step of the way.”

Roger Murphy, Managing Director, TrackTrans Ltd

Healthy business growth coupled with the increasing complexity of delivery chains in the haulage industry prompted Swinson to review the way it managed its own delivery chain processes. After carefully evaluating the marketplace, the company selected a new cloud-based transport management solution from TrackTrans primarily for its ability to capture and monitor each job journey from beginning to end.

Dave Jackson, Transport Manager of Swinson commented, “The time had come to ditch the spreadsheets and embrace automation. TrackTrans matched our requirement for traceability perfectly. What is more, unlike

the majority of suppliers where the business model centred around high monthly subscriptions, TrackTrans offered a far more flexible and attractive pricing alternative with a fee per job that could accommodate the fluctuating demands of our customers.”

Today, Swinson relies on the Transport Management, Proof of Delivery (POD), Vehicle Tracking and Communication capabilities of TrackTrans to keep sight of customer consignments quickly and efficiently. Every driver has access to the TrackTrans system from their mobile devices to view and select jobs depending on their availability and add comments or updates against specific consignments. They can then connect with head office to provide the status of their location, give live updates on arrival and waiting times, report issues as they happen and then capture final proof of delivery complete with names and signatures to improve customer service on the move.

The TrackTrans solution has realised tangible time savings for Swinson. Before TrackTrans, it would typically take between four and six hours to deal with a historic query about proof of delivery status. Now, staff simply key in a job number to view the complete history of the job, the electronic POD is instantly available and a scanned copy of the original paperwork, if used can be retrieved and emailed directly from the TrackTrans archive if required. Automation has boosted

productivity without the need for additional headcount because the solution has eliminated the need for manual data entry meaning more deliveries can be handled each day.

The advanced reporting capabilities of TrackTrans have helped Swinson to maximise its fleet of vehicles to boost business performance. Staff can quickly create reports to monitor the turnover for each customer and also measure other Key Performance Indicators (KPIs) such as delivery time targets based on POD activity for specific customers or for different types of vehicle in the fleet. In a matter of minutes, the company is able to see whether it is under or over-utilising its fleet of vehicles and make meaningful adjustments accordingly.

Roger Murphy, Managing Director of TrackTrans Ltd concluded, "We are delighted to be Swinson's technology partner. Our cloud-based solution gives smaller players in the fast-moving world of haulage the agility they need to stay one step ahead of the competition without expensive IT infrastructure or set-up costs. In one easy-to-use application, they have complete visibility and the confidence to control and communicate their end-to-end delivery processes inside and outside the organisation and ultimately serve customers every step of the way."

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