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TomTom WORK improves all-round performance of taxi firm

A significant competitive advantage in a fiercely-fought local market along with overall business performance improvements are being enjoyed by a Cannock taxi firm thanks to the use of TomTom WORK.

The decision by Corky Cars of Cannock to install TomTom WORK's navigation and fleet management system is paying big dividends for the Staffordshire taxi firm.

Owner Will Rotchell says that fleet utilisation is significantly better, customer satisfaction rates are soaring, and he's finding it much easier to employ and keep high quality drivers.

"We installed TomTom WORK in three of our vehicles in September last year," he says. "It was an instant success and we soon decided that we will use the system across our fleet of nine taxis, people carriers with disabled access, and our chauffeur-driven executive car.

"Prior to putting-in the system we operated in the conventional way. Customers telephoned with their booking, we recorded it in a log, allocated a vehicle to the job and gave the driver instructions verbally over the radio. It was time-consuming, inefficient and prone to misunderstandings and other human errors.

"With TomTom WORK our operators and drivers remain central to the system but now they have a tool that gives them much more precise information on which to base decisions and keep customers informed. As a result our operation is significantly more productive and our loyal customer base is steadily growing.

“As soon as a booking is received the job is allocated to a driver and an order sent to the unit in the vehicle. This details pick-up and destination address details, the customer name and the number of passengers. Allocating the job is made easier because the TomTom WORK map means that we know the precise location of every vehicle and can despatch the one that is nearest. That cuts waiting times for customers and increases the number of jobs – and fare-paying passengers – that we can carry.

“TomTom WORK has proved to be a real boost to our business. It’s given us the edge over other local operators and is helping us to attract and keep better quality drivers. Because we can give our customers accurate and reliable pick up times we’re fast becoming their first choice when it comes to booking a taxi in Cannock.

“Our drivers are happy too, because the increased traffic means higher earnings. Although they have good local knowledge, they also appreciate the navigation and traffic reporting facilities. And with less radio communication they’re left to concentrate on driving even more safely.

“TomTom WORK is an excellent system. It’s uncomplicated, simple to use, accurate and reliable. It’s definitely contributing significantly to our business performance, service levels, reputation, profitability and continued growth.”

Note to Editors:

TomTom WORK is the business to business subsidiary of the world’s largest portable navigation solutions provider. TomTom WORK provides practical, innovative and advanced solutions for the management and control of vehicle fleets of all sizes and operating in all industries. The company has developed a range of fleet management solutions from basic vehicle tracking through to full connected navigation. This facilitates vehicle tracking, 2-way communication, job dispatch, user interface and reporting through WEBFLEET and award winning

satellite navigation. An increasing number of fleets in the UK are now taking advantage of the cost and efficiency benefits delivered by TomTom WORK. For more information please visit www.tomtomwork.com

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