



Bark King

Editors note: Teletrac Inc. and Navman Wireless are now merged as a global telematics powerhouse. This content was created prior to the unification of both brands.

Bark King enjoys these benefits with Navman Wireless:

- Improved job scheduling by being able to see all truck locations at all times
- More jobs completed per day
- Excellent customer service
- Improved management accounting and business planning

Bark King manufactures and distributes quality natural barks and mulches throughout Victoria. A family-owned business that began more than 30 years ago, Bark King prides itself on top quality products, same-day delivery and excellent customer service.

To keep an edge over the competition, Bark King looked into GPS tracking systems for better visibility over their fleet, improved job scheduling and reduced reliance on two-way radios. Bark King's Owner, Jeff Johnson, says, "We saw a few systems that did the job but were cost prohibitive. Then we trialed Navman Wireless's solution. We liked it immediately and it's very cost effective. Today we've got the system installed in ten trucks and we've never looked back."

More effective job scheduling

Lynne Watkins, Bark King's Business Manager, says that efficiency improved as soon as they installed Navman Wireless. "It's so easy for Julie, our Job Dispatcher, to plan each day. She schedules the early morning jobs the night before so the guys can start at 6 or 7am. When she's in at 9am, she checks the Navman Wireless OnlineAVL2 screen to see who's back at base and who's still out. From that point, she continuously utilises Navman Wireless to allocate jobs." This visibility also enables Bark King to complete more jobs in a day. Ms Watkins explains, "We often need to pick up material from different locations around Melbourne. Because we know where a specific truck is at any time, we can get them to make the pick up or delivery without going out of their way – enabling us to fit in extra jobs and keep customers satisfied."

Improved accuracy

Navman Wireless's reports help Ms Watkins estimate and price jobs, verify timesheets and improve management accounting. She says, "I use Navman Wireless reports such as history, mileage and activity to see how our trucks travel, view how many stops drivers make and calculate fuel rebates."

Everyone at Bark King is comfortable with the Navman Wireless system and understands how it saves the business time and money.

Ms Watkins comments, "When we first installed Navman Wireless, our drivers questioned whether we were spying on them but they quickly came to realise that it's for the good of the company. We can plan their days better so they're more efficient on the road. And now when a new driver comes on board there are no questions asked – they know that Navman Wireless is just part of the job."

Excellent customer service

Ms Watkins states, "Same-day delivery is definitely one of our strengths over our competitors. Navman Wireless enables us to maintain this edge because we've got such good visibility and control over our fleet." Bark King's customers enjoy the accurate service too. "If a customer rings, we can tell them precisely where a truck is and approximately how long it will take to arrive. Being so specific makes them very happy."

Ms Watkins appreciates the service she receives from Navman Wireless as well. She says, "I just ring to ask a question and I'm up to date with the system's features in no time. We're planning to add more units and navigation devices to some trucks. I have no doubt installation and use will be simple."

Navman Wireless is cost effective to run and it saves us money. By scheduling jobs based on a truck's location, we save on fuel as well as truck wear and tear."