

Leading Recycling Company Sees 10% Efficiency Uplift Across 95 Vehicle Fleet Since Implementing Mobil-i Fleet Management Solution



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Thorntons Recycling is a leading waste management and recycling company with headquarters at Park West, Dublin 12.

The company employs 245 people and serves both commercial and domestic customers throughout Kildare and Meath. In addition the company operates skip hire, composting, secure shredding and end of life vehicle recycling. Operations are spread across 5 sites in Dublin, Meath and Kildare in addition to head office and different vehicles are based at each site.

To support the varying aspects of their business Thorntons Recycling have a diverse fleet which includes bin lorries, skip trucks, roll-on roll-off vehicles, artics and low loaders. They also have smaller vehicles and plant such as forklifts and teleporters which are used for site clearance and in Thorntons Recycling depots.

Conor Sunderland is the Transport Manager for

Thorntons Recycling and has day to day responsibility for the entire fleet. The business operates around the clock on a 24x7 basis across the multiple sites, so it was imperative for Conor to have a comprehensive fleet management solution.

Having the Mobil-i system coupled with having high levels of ISO accreditation has been instrumental in helping Thorntons with tendering for business. Typically prospective clients are invited on a comprehensive tour of the Thorntons facility of which a demonstration of their fleet tracking capability using Mobil-i MS Track is an important and integral part. By showing that they have clearly defined processes and effective management systems Thorntons can reassure clients that their business is in safe hands.

Conor is supported by operations staff in the Thorn-

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tons Dunboyne and Kill recycling facility. In both of these locations, as with the head office there are 42" plasma screens showing the live location of the fleets at all times. Operations staff also use MS Track Pro on their individual workstations. This allows staff to monitor vehicle activity and quickly establish where vehicles are in relation to their scheduled routes and jobs.

MS Track also allows the fleet to be broken down into sub groups based on their depot and vehicle type i.e. Skip Lorries, Bin Lorries etc. Each sub group can be monitored as part of the whole fleet or independently.

Conor is a recent convert to the benefits of JMobile, which is Mobil-i's cut down application designed especially for mobile devices. This allows him to confirm vehicle locations when he is out of the office keeping him fully informed of his fleet whereabouts without tying him to a PC.

Since implementing the Mobil-i system 3.5 years ago Conor has seen numerous benefits. In particular driver efficiency has increased by at least 10%. When this level of productivity increase is multiplied across the fleet of 80+ trucks this is the equivalent of being able to add 8 additional trucks for no extra cost. This gives Thorntons a massive return on investment compared with the cost of the Fleet Management System.

Another benefit of the system that Conor finds very useful is the ability to use the system to contest fines. "Sometimes we get issued fines or people make bogus claims against our vehicles" says Conor. "In this situation I am able to use the vehicle tracking history to determine whether or not the vehicle in question was in the location claimed or not" Conor continues.

"We are then able to print off solid evidence

from the system and in a lot of cases we have had fines squashed or claims disproved. Which is a very powerful tool for us" Conor concludes.

Conor also believes that having the Mobil-i system has made his team more effective and means that he needs less back room staff to manage the fleet. He is quickly able to identify anomalies and take corrective action rather than having to continually contact drivers for updates.

He uses the system as a way to double check time and attendance records for all of his drivers. As most drivers are assigned to the same vehicle all the time he is able to review engine on and off reports and confirm they coincide with drivers timesheets. This is particularly important as a check to ensure that all drivers are compliant with EU working time directives.

Conor is particularly impressed with the level of support he has received from Mobil-i. He has never had any downtime on the software side and on the odd occasion when he has had to call for support for the tracking units in the vehicles he has been extremely impressed with the response time. In particular Conor singles out Des and Aidan (Mobil-i support and installers) as extremely knowledgeable and efficient when responding to any service or support calls.



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