

“  
**7% INCREASE  
IN DAILY  
PRODUCTIVITY  
& ROI ACHIEVED  
WITHIN  
6 MONTHS**”

Jim Innes,  
Group Service Project Manager, Danwood Ltd



DANWOOD

## VOICE OF THE CUSTOMER

Europe's largest  
print and document  
solutions provider

### The Company

Danwood is the largest independent supplier of office printing equipment, consumables and associated management services in Europe. The company has offices throughout the UK and the Republic of Ireland, offering business support services to a wide range of organisations. It prides itself on offering specialist expertise with the personal touch.

The business offering spans four core areas:

- Consultancy, advice and guidance on print effectiveness and cost reduction
- Servicing and maintenance of equipment and systems
- Hardware, software, systems and services for the print, management, processing, storage and retrieval of documents
- Consumables for print and copy

Driving up  
productivity  
and reducing  
operating costs

### The Challenge

The company has a large team of service engineers, 365 of whom are on the road. The remaining engineers are either non-car users based in central London or permanently based on a customer's site.

As a service led company, engineer productivity is crucial to Danwood's reputation and cost effectiveness. A two year project window was set to create a total solution which enabled accurate route planning, vehicle tracking and efficiency monitoring, whilst also driving up the number of calls per day.

TomTom Telematics were selected from a shortlist of 3 after a comprehensive tender process which initially involved 12 companies.



## VOICE OF THE CUSTOMER

7% increase in  
daily productivity

### The Solution

Danwood was looking for a system that satisfied the following criteria:

- Simplicity and ease of use
- Proven technology
- Compliance
- Reporting suite simplicity
- Evidence of effective integration of the interface with other systems

TomTom Telematics recommended the LINK 300 tracking device which allowed for remote tracking and which connects to the WEBFLEET fleet management software to produce automated reporting. The next stage will be integrating the system into the existing back office system to provide the resource planning and automatic scheduling. When it came to the fleet, the only evidence of the system in the engineers' cars is a black 'privacy' button which they use for private mileage.

Average increase  
of 10% in MPG

Once installed, the company noticed results almost immediately, with the average number of customer visits per day increasing by 7% from 4.5 to 4.8. "With a service driven business, this increase has had a significant impact," said Group Service Project Manager, Danwood Ltd, Jim Innes. "It will enable us to establish faster and even more accurate timeframes for response as every driver movement is tracked. Better route planning has meant that the engineer's working day is now fully utilised to maximise customer visits. Tracking has encouraged more conscious driving styles. We have achieved an average increase of 10% in miles per gallon over a six month period, and our CO<sub>2</sub> emissions have reduced by 23% year on year."

ROI achieved in  
less than 6 months

The system will also streamline mileage reports, with the introduction of automated mileage sheets which, coupled with fuel card information, have enabled any private mileage to be reclaimed directly from salaries.

"We are one of the first companies in our industry to introduce telematics and whilst this has been a big project, return on investment has been achieved in less than six months, revealed Jim Innes. "The ability to determine our service response times with pinpoint accuracy will certainly give us a leading edge when talking to prospective customers."