
HYVA's Vehicle Tracking ERP Upgrades Services & Profit Margins of Agro-based Company

The Client

The client deals in growth, manufacturing and marketing of eco-friendly farm products and is located in the Western Ghats of Uttar Kannada. These products range from organic composts to Coffee, Cocoa, Black pepper and Vanilla. The company relied heavily on transportation as it needed to ship cargo to different parts of the state.

The Problems

The company could never meet the demands of the clients due to their ineffective transport service. They faced a number of problems...

- There was a delay in delivery
- Most resources and energy was spent on tracking these vehicles
- Unknown driver activities
- Miscommunication between clients and managers

This cost them many good customers and severe losses through the year.

Solution

Hyva's Fleet Management and Vehicle Tracking service impacted the business greatly by ensuring the safety of Cargo and delivery on time. This also improved the relationship with clients.

Insight

The vehicles had to transport heavy loads of extremely valuable cargo. Often it would not reach on time due to problems that were both internal and external. Either the drivers were not efficient enough, or there would be some case of burglary or it would just be something as simple as being stuck in traffic. It was very hard for the managers to find out the reason for this inefficiency and all the energy and resources were spent in tracking these vehicles.

The marketing unit and the transporting committee were always tensed about the Cargo once it was sent.

Delay in delivery caused a lot of miscommunication between the clients and the managers, since the managers were not able to convey to their clients why exactly there was a delay. This led to a sudden decrease in demand. The company also lost some of its customers.

Execution

Hyva's Fleet Management and Vehicle Tracking service is an ERP solution that is designed to manage a company's fleet. The Vehicle tracking service uses GPS technology for locating the vehicle.

Once the vehicle with cargo left the predetermined point, the Vehicle Tracking System would record all its information and send it to the managers. Its routes and location could be viewed on the electronic maps via the internet. Even its speed and direction and the number of breaks would be accessible to the company/fleet owners. The information could also be sent to the clients through SMS alerts and other internet-abled devices.

There could be just one person tracking and operating this information and the rest of the company could be free of anxiety. The remote control features and vehicle disabling systems gave complete power to this operator and ensured safety of cargo at all times. The driver could call for help in case of emergency and the vehicle could be stopped by the operator sitting anywhere. In case of burglary, the vehicle could be traced, decelerated, stopped and even locked.

Result

The result was absolutely remarkable. Just as the delivering became efficient and fast, the number of demands for these products increased again.

- The managers at all points knew where exactly their cargo was and if there were any problems
- The clients were kept updated about where the cargo was and when it left and when exactly it will reach.
- If there was a delay due to traffic or similar problems, the clients would know that it was not the mistake of the company.
- Transparency improved the client- owner relationship.
- The company could keep track of driver productivity and activities based on the number of stops the driver made.
- Unauthorised usage of vehicles could be caught. Only the drivers who could be trusted and didn't mind this kind of transparency stayed back.

The company could now focus freely on increasing the yield, and improving its marketing strategy and not worry about the delivery of goods.