



## Queens Automotive

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### Telematics to the rescue

Breakdown and recovery business Queens Automotive is getting instant data on the location of vehicles and breakdowns thanks to telematics technology.

Vehicle tracking from Navman Wireless has improved response times for Queens Automotive, which receives more than one hundred call-outs every day from stranded motorists who have broken down.

Based in South London, Queens carries out vehicle recovery across the whole of the south east of the city. Over the last 30 years the company has been called out to a variety of unusual cases – from an aircraft in a car park and a boat on a motorway to a military tank in the centre of the city. On one occasion the team was even on hand to help transport large animals from London Zoo!

The mainstay of Queens' business however involves breakdown and recovery work on behalf of household names such as the RAC and Green Flag. The company also carries out recovery work for the Metropolitan Police, towing away vehicles that have been involved in road traffic accidents.

Arriving quickly at the scene of a breakdown or accident is vital to the company's work and managing director Terry Palfrey says vehicle tracking has made a significant contribution to shortening call-out times.

"When a customer contacts us they are often quite distressed and in a vulnerable situation. It's important that we can reassure them that we will be there in the minimum time and seconds really do count," explains Palfrey.



"It's simple to use and can be accessed from anywhere. I can open my laptop at home and within seconds can see the locations of all our vehicles."

Terry Palfrey, Managing Director, Queens Automotive



### Vehicle tracking, instant communication

A combination of Navman's integrated satellite navigation, vehicle tracking and messaging unit – the M-Nav 650 and Qube tracking device – were installed in 24 of Queens' 35 vehicles. The telematics technology means that the company's control centre receives real-time information on the precise location of vehicles and can communicate with drivers without the expense and unreliability of mobile phone calls.

"When a breakdown call comes in we can immediately see the position of all our vehicles. That means we can send the closest recovery truck available to the scene of the breakdown," says Palfrey.

"The message Navman sends to the driver of that vehicle will then guide him from his current location, via the quickest route, to the stranded customer, without him having to waste time keying in the information."

Crucially, second-by-second visual data on the position of recovery vehicles also enables staff at Queens' control centre to keep in contact with stranded motorists, informing them immediately if the recovery driver has been delayed by heavy traffic, and providing an accurate updated arrival time.

"We might not know exactly why one of our vehicles is being held up but we can see on the screen if it is moving slowly, and that enables us to get in touch with the customer straight away and let them know what is happening."

### High-tech simplicity

"We chose Navman when our previous GPS needed replacing and we've found it to be the ideal option for us," says Palfrey.

"It's simple to use as well as being robust and it can also be

accessed from anywhere. I can open my laptop at home, log onto the Navman site and within seconds I'm on the system and can see the locations of all our vehicles," he adds. Palfrey has also been impressed with the reporting facilities of his new system, which keeps vehicle location records for as long as the contract lasts.

Further advantages include the improved security it provides. Queens is now able to keep a watchful eye on its vehicles when they are locked up in the company yard.

"The technology keeps a check on the vehicles at all times and enables an alert to be triggered if they are not where they should be," Palfrey explains.

"This is a really useful security device for us because we would be able to see straight away if a vehicle was stolen from the yard, or from outside the house of a staff-member who was on call."

### Better planning for improved efficiency

Not only does the technology mean speedier response times for customers, it has also been the catalyst for improved efficiency and enhanced productivity at Queens. Planning call-outs is made far easier and, according to Palfrey, the introduction of vehicle tracking has also made a positive difference to the way drivers work.

"Although staff were a little wary at first that the new technology would mean they were being watched, I think they all recognise the improvements it has brought," he says.

"We've noticed that the drivers have an increased sense of urgency and this means they can complete more call-outs in a day. That helps us as a business and I think it has also boosted team morale."

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### Navman Wireless UK Ltd

Navman Wireless is at the forefront of the current growth in Vehicle Tracking and Mobile Data Development. Their unique hardware designs and latest software applications are designed for businesses that want to exploit the advantages offered by this technology, enabling them to generate rapid cost savings and increase productivity.

The Navman Wireless solution uses a Windows based OnlineAVL system, GPS satellite technology and the Vodafone GPRS network to enable live vehicle tracking. This allows users to track, message and monitor their fleet from almost any PC at any location for a fixed cost.

- For more information on Navman solutions, contact Navman Wireless UK Ltd on 01782 557950 or visit our website at [www.navmanwireless.co.uk](http://www.navmanwireless.co.uk)

