



Tea firm's fleet less thirsty after installing RAC Telematics

May 27, 2016 11:46 BST

Tea firm's fleet less thirsty after installing RAC Telematics

A family-run tea merchant is set to install telematics across its entire delivery fleet following a successful trial which identified a range of businesses benefits, including 10 per cent off its fuel bill.

Ringtons, which has a fleet of 250 vehicles, is based in Newcastle and has been delivering to homes across the country since 1907. For the past 30 years it has also been delivering to UK businesses, building a reputation on customer service as well as quality products.

Since trialling RAC Telematics at the start of 2016, operations manager Stephen Killinger says the technology can, in time, also support customer service as well driving cost savings.

He says: “Delivery schedules will be streamlined with the roll out of the RAC Telematics system and real-time delivery updates will be relayed to customers so when fully operational we can let them know the progress of their delivery.

“RAC Telematics also helps us meet health and safety obligations as our salespeople are lone workers in the sense that they are out on the road all day. Having RAC Telematics in the vehicles gives that extra peace of mind so that if there are problems, we’re able to locate our salespeople and our vehicle quickly, and tackle any issues that may have arisen.”

RAC Telematics managing director Nick Walker says: “Telematics used to be about dots on maps, but now we know an awful lot about the vehicle and how it’s being driven, what condition it’s in, and you also have the benefit of using past experience to determine how you take locational data and make it more service orientated for fleets and for drivers.

“Everybody’s dreamed about this, the ability to manage your vehicle remotely, whether through an app or a fleet management dashboard, and it’s here today, it’s not tomorrow, it’s not the future it’s here today through telematics.”

Andrew Davison is head of business at Lookers VW Van Centre in Newcastle and says he is convinced of the benefits of telematics for his customers, such as Ringtons.

He said: “It helps us, help them, to manage their fleet a bit more efficiently. It frees up resource at their end, so their fleet manager isn’t as tied up with the day-to-day running of their vehicles. But he can pull off a quick report at the end of the day and get a lot of management information.

“The way we see it is that it makes us a partner in their business. It gives us the ability to support them a bit more effectively than we have done previously.”

For more information about RAC Telematics, go to the [RAC Business website](#).

ENDS

Contacts



RAC Press Office

Press Contact

press.office@rac.co.uk

Emails monitored during normal office hours. For breakdown queries, call 0330 159 0740

ISDN number on request