

# PROTEO

## CASESTUDY



## Jack Richards & Son

### Project:

## Proteo helps to transform haulage-fleet operations and maintain margins.

**Client:** Established in 1956, Jack Richards & Son is one of the country's largest independent haulage companies and is based in Fakenham, Norfolk. In addition to the provision of localised warehousing and storage, the company's 200-strong fleet provides contract logistics and general road haulage around the UK, working for a wide variety of customers ranging from medium-sized enterprises to large organisations such as Travis Perkins, Unilever, Mars, British Sugar Corporation, Taylor Wimpey, Kellogg's and Premier Foods.

**Background:** As with all players in the road-haulage business, rising fuel prices and other

operational costs placed continued pressure on the company's profit margins. The ability to keep overheads down and account for hidden costs was crucial, particularly in this traditionally low-margin industry, and the people at the helm of the privately-owned business fully realised this. Though proud of their business's heritage, they were also prepared to propel Jack Richards & Son to the forefront of their industry, adopting all the latest methods that emerging technology could bring. Proteo became involved with them in 2006.

**Challenge:** To establish systems that would enable the easy identification and control of costs, particularly those unforeseen operational costs from exceptional business events that could easily erode profitability, whilst delivering even better accountability and levels of service to Jack Richards' increasingly demanding customers. Additionally, to give the management team a complete overview of their operations all in the same place, allowing them an element of insight

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and control that would support their designated key performance indicators and their aspirations for growth via service excellence.

**Solution:** Proteo introduced its Haulier Enterprise 'order-to-invoice' operations management system, designed to allow mid to large-size haulage businesses to control every aspect of business operations, from allowing customers to directly enter orders onto the system, to generating any necessary paperwork – everything to help hauliers to reduce costs and work more efficiently. Fully integrated within this, Proteo's Fleet Metrik driver/vehicle-monitoring and fuel cost-saving telematics devices were deployed to provide even greater operational control, complete with real-time GPS-tracking ability. Proteo had the benefit of working really closely with the team at Jack Richards to further develop and refine the HaulierEnterprise system, bringing specific – and unique – improvements that helped them keep their overheads down while ensuring that their customers benefited from all the service advantages of working with a highly efficient, high-tech haulier.

**Benefits:** Jack Richards & Son's management team now have the ability to measure empty-running and dramatically improve the control of

backloads. Their system provides easily-accessible data on the number of empty-running miles they are undertaking and the percentage of revenue this accounts for at an individual contract or geographical level, so routes can be planned more efficiently and profitably. Improvements have also been made to the electronic integration with their customers, allowing them to directly enter orders onto the system and easily access the status of an order and related paperwork. Other tangible benefits also include: the easy analysis and reporting of stock status, proof-of-deliveries, pallet management and on-time performance; the ability to stop the profit erosion caused by everyday exceptions such as returns, refusals and other on-costs that would otherwise go unnoticed.

Other major advantages stem from the system's unique integration with FleetMetrik which allows the driver-performance and location of every vehicle in the fleet to be GPS-tracked, in real-time, and messages from vehicles to automatically drive workflow in the back office. In addition to the considerable fuel savings and other efficiencies being made, having vehicle location history data in the same place as order information also supports a new level of accuracy in analysis and reporting.

### The client's opinion?

According to Peter Brown, Managing Director of Jack Richards & Sons: "Our business has been transformed by technology in recent years. Since adopting HaulierEnterprise in 2006, we have seen real, measurable improvements in our day-to-day operations and to our bottom-line. Our entire fleet is fully tracked and our client-facing and office-based technology is among the most advanced in the industry. The latest upgrade to the system provides us with even more detailed online tracking of vehicles and loads, reports on driver and vehicle performance as well as vital business information to help us maintain our controls and efficiencies."