



## Company Background

Reid Stockfeeds has been in business for 25 years, supplying mixed feed to Victoria's dairy, poultry and pig farms. Starting from very humble beginnings, they now turn over \$44 million pa between two mills and with their recent 50% purchase of a third mill, they expect to generate \$70 - \$80 million this year.

Through a supply chain benchmarking exercise, they discovered that they met world best practice in many areas but their freight costs were too high. They investigated vehicle tracking options to help improve efficiencies. **Reid Stockfeeds looked at alternatives but chose Navman Wireless based on recommendations of others and their Telstra account manager.** Today, Reid Stockfeeds has Navman Wireless Tracking installed in 13 vehicles and will increase that number as they become more involved in the running of the new mill.

Andrew Snowden, Chief Financial Officer of Reid Stockfeeds, is extremely pleased with the improved efficiencies they've seen as a result of tracking their vehicles.

## More Organised Deliveries Means Reduced Costs

Reid Stockfeeds makes many small deliveries to approximately 800 customers. The company has a 35 tonne B-double truck as well as 25 tonne semis. Most trucks have separate 5 tonne compartments. Some farms take the feed of one or two compartments, others the feed from the entire truck.

Mr Snowden says, "Our Production Manager wants to ensure that compartments are filled in the proper order so drivers don't need to backtrack to get the correct feed to the correct farm. **He also wants to reduce downtime at the mill and keep trucks from travelling more than they need to. Navman Wireless has helped us meet these goals because we have each farm plotted on the OnlineAVL.** By seeing where the farms are, we can fill each truck in order of delivery and send our drivers on the best route. And there's no more guesswork when it comes to deciding what feed to mix. Now we see a truck heading back to the mill and prepare the correct feed for that driver's next delivery."

The company has standing orders as well as one-off orders that come in throughout the day. Three people at each mill keep an eye on the OnlineAVL to handle the dispatch of these orders and record each delivery for invoicing purposes.

"These delivery improvements have helped us reduce delivery freight costs from 7% to 5% of our total income. If our turnover is \$44 million, that 2% equals a saving of \$880,000 pa", states Mr Snowden.

## Fewer Driver Discrepancies

Mr Snowden says, **"At first our drivers were suspicious of the tracking devices but now they're fine and appreciate that they don't have to do runsheets anymore since we use the OnlineAVL to track where they are.** No more trampled bits of paper, no more bad handwriting to read, everyone is happy."



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Andrew Snowden, Chief Financial Officer, Reid Stockfeeds

The company also uses Navman to record distance travelled, time taken, speed, number of deliveries and discharge time in order to conduct driver performance reviews. "It's very accurate data that we couldn't obtain without Navman," says Mr Snowden. "Navman has had another important impact...before we had tracking, if a road user called and complained about a driver's on-road behaviour, we often had to take the word of the caller. Today, we can retrieve the driver's speed for any particular time and relay this information. In every case, we've always been satisfied with our drivers and they appreciate the support."

## Improved Customer Service

Navman has helped improve Reid Stockfeeds' customer service as well. **"It's always been the company's promise to get feed to a customer's farm any way we can – we've built our reputation on this high level of delivery. Now Navman enables us to be extremely precise.** We've had customers call to check an ETA and instead of calling the driver, we look on the Online AVL and tell the customer exactly where the truck is," comments Mr Snowden.

He continues, "Navman also lets us print reports so if a customer questions whether we made a delivery, we can show them exactly when our truck arrived and left their farm."

As each customer's address is mapped on the OnlineAVL, the company can see where concentrations are and where they should focus marketing attention – another Navman benefit.