



“ We saved 5%-10% in fuel with RAM Tracking. ”

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Get in touch today to book a **free demo** or discuss how your business could benefit from RAM Tracking

**Sector:**  
Travel

**Fleet Size:** 21 vehicles

**Location :** Spalding

### CASE STUDY

## Fowler's Travel

### Time-sheet management has instantly improved by up to 7% as soon as RAM Tracking was installed.

Established in 1947 Fowler's Travel, a private hire travel company, aim to efficiently get their customers to the 'required destination' as well as exceeding outstanding customer service levels.

We interviewed Andrew Fowler, Managing Director of Fowler's Travel to get his take on how RAM Tracking has helped his business.

When their vehicle tracking contract came up for renewal with a previous tracking company, Fowler's Travel were instantly recommended RAM Tracking.

RAM Tracking came in and explained how quick and easy the system could adapt to Fowler's Travel and after their live demonstration they quickly made the decision to make RAM Tracking their supplier of choice.

This was mainly because they found the system so easy to us as well as the efficiency of the reports available. What really made RAM Tracking stand out to them was the 'excellent customer service' they had along the way.

Due to the nature and demands that travel companies face; Fowler's Travel believed tracking was necessary for a variety of reasons. With a fleet of 21 coaches, they must ensure they have full control of their vehicles 24 hours a day 7 days a week.

The initial reason they needed tracking was to establish a heightened management system, ensuring they continued to maintain an efficient service to their customers.

RAM Tracking has provided Fowler's Travel with the ability to immediately locate their vehicles and in turn inform customers of their whereabouts should they require it. To further the heightened control of their fleet, RAM Tracking has improved the safety of both their customers and drivers.

With the ability to quickly locate the vehicle's position at any given moment, they can easily locate the coach should an incident occur.

Furthermore, three benefits that Fowler's Travel have seen since the installation of RAM Tracking in their fleet are: 1) increased driver time keeping, 2) increased fuel economy and 3) ability to locate vehicles in a matter of seconds.

Having downloaded the RAM Tracking app Fowler's Travel find it extremely 'easy to use on the go or in the office'. The app has helped the business track the location and activity of the drivers at every point of their drive, along with alerts of any incidents or harsh impacts.

Although Fowler's Travel took part in one of our training sessions which enabled their employees to retain a thorough understanding of RAM Tracking, Fowler explained that he is continuously finding new areas within both the app and system that can benefit his business. 'Easy to use' and 'extremely helpful' are just some of the ways Fowler described the RAM Tracking app.

**Time-sheet management has improved by around 5-7% along with fuel saving increasing by 5-10%** through installing tracking into their fleet. This is due to the fleet manager having the ability to monitor driver behaviour in their employees reducing reckless driving and establish a route to the destination which uses the least amount of fuel.

The business expected the trackers to undoubtedly benefit the safety and performance in their business, although as well as these benefits they saw **reductions in their insurance costs** as the trackers help prevent potential theft and monitor driving behaviour.

