

DARTLINE COACHES



“Ctrack has proved invaluable to our business by improving overall fleet performance in terms of better time keeping and operational efficiencies.”

Kevin Busby

Operations Director of Dartline Coaches

Devon based Dartline Coaches required an advanced vehicle tracking system to achieve added visibility and control over its coaches and bus hire operations.

Dartline Coaches provides local, nationwide and international coach transportation services to a diverse range of customers, including Devon County Council, Exeter City Council, Exeter Airport, Flybe, Majestic Tours, and Newmarket Holidays. Therefore, the company faced a major challenge to effectively monitor and manage a fleet dispersed across a wide geographical area.

ADVANCED VEHICLE TRACKING

Dartline Coaches has fitted the Ctrack system to 31 coaches, midi coach, minibus and other vehicles within its fleet. The company has achieved significant benefits in terms of:-

- Real-time visibility
- Greater management control
- Customer service
- Relationship building

REAL-TIME VISIBILITY

With Dartline providing local, nationwide and international coverage on behalf of public and private sector organisations, vehicles are spread across a wide area at any one time. Ctrack has provided real-time visibility, so the company can confirm that vehicles are on time and meeting customers schedules.

GREATER MANAGEMENT CONTROL

Ctrack has allowed Dartline to see what is happening with mobile assets and employees when they are out on the road. As a result, the company has been able to monitor speeds, braking and idling during layovers to check that vehicles are being driven sensibly and efficiently, ensuring optimum fleet performance, environmental responsibility and customer satisfaction.

CUSTOMER SERVICE

The availability of historical information via Ctrack means that Dartline can resolve disputes and enquiries quickly and effectively by providing accurate vehicle and driving data. This has meant that Dartline has avoided financial penalties and compensation claims where complaints have proven to be unwarranted.



“Ctrack has enabled us to deliver added value to our customers, which has provided a definite advantage when maintaining existing contracts and tendering for new business.”

Kevin Busby

Operations Director of Dartline Coaches

RELATIONSHIP BUILDING

Access to live data has also been made available to customers, so progress and location of vehicles can be viewed online, removing the need for costly and time consuming monitoring procedures. This has provided customers with peace of mind that contractual targets are being met and the ability to respond quicker when unforeseen problems occur. Not only has this strengthened the relationship with existing clients, but also supported the new business process by demonstrating added value to prospective customers.