

BENEFIT HIGHLIGHTS

- ✔ 10% MPG IMPROVEMENT THANKS TO SMARTER ROUTE PLANNING & IMPROVED DRIVER BEHAVIOUR
- ✔ DRIVER WALK AROUND CHECKS & DEBRIEF AUTOMATED ON MOBILE APP

Bed manufacturer Silentnight is one of Britain's most recognised and beloved brands and has been producing beds and mattresses in Lancashire for over 60 years. Every year Silentnight supplies over half a million beds including exclusive ranges for retailers including John Lewis, Amazon, Tesco, Very, Carpentry, Dreams, Argos and Furniture Village. With thousands of different SKUs in their range, coordinating the 7500 deliveries they make each month is no mean feat.

The company has a reputation for being at the cutting edge of sleep technology and has researched and developed innovations such as unique Miracoil technology that keep them one step ahead of the competition. The investment in leading edge technology runs right through the business and the transport and logistics division is no exception.

Silentnight has invested extensively in its fleet and now has 42 latest-generation Scania tractor units and 140 trailers.

Why Silentnight chose JobWatch from BigChange?

The company's Group Logistics Director Neil Birch chose BigChange after carefully evaluating the market. Silentnight had previously been using vehicle telematics for a number of years and were looking for something with a higher level of sophistication and integration than a simple tracking system.

"We immediately liked the rich functionality of JobWatch, especially the Driver Safety and Productivity mobile app that we are currently rolling out. The BigChange team gave us real confidence and we now see them as being a key part of our business processes moving forward. The customer service has been superb; the RoadCrew have always been on hand to assist with any questions or technical support," says Neil Birch.

How has JobWatch made a big change for Silentnight?

The JobWatch system was implemented as part of Silentnight's new technology programme that seeks to empower drivers, improve safety and fuel efficiency and ensure the brand consistently delivers a fantastic experience for retail and home delivery customers alike. Since going live with JobWatch, the system has driven a significant 10% improvement in vehicle MPG. This fuel economy gain is a combination of improved driver behaviour and smarter route planning.



Silentnight's integrated JobWatch system combines CANbus connected vehicle telematics, a mobile app for drivers and a cloud based back office used by the transport planning team. At the start of each day, drivers now carry out paperless walk-around checks, logging and photographing defects that are securely logged and alerted via the back office. This has proved to be a robust way to capture defect information and ensures that any issues are managed all the way through to resolution. Previously drivers filled in manual paper-based sheets that had to be processed, filed and manually inputted into a computer system.

The JobWatch app has also given drivers access to a daily driver scorecard, underpinned by data on MPG, speeding, harsh acceleration and braking, idling and cornering. Rewarding safety and fuel efficiency efforts at Silentnight is certainly not just a 'flavour of the month'; driver behaviour is now built into the company's KPI reporting. Meanwhile, the integrated truck-nav with live traffic is ensuring that drivers can be quickly re-routed using roads appropriate for the size and height of their vehicle.

Real-time visibility is critical for Silentnight, with their logistics operation making daily deliveries into the RDCs of the UK's largest retailers, explains Neil Birch:

"Everything must be perfect and nothing can be left to chance. Retailers have very strict booking slots so it's critical that we have an up to minute view of progress against the plan 24 hours a day. With JobWatch, our team can anticipate any potential problems before they happen and take proactive steps to ensure that we stay on track."

In addition to visibility, the Silentnight team now have instant access to real time management information (MI) that reports on key performance indicators such as the average turnaround time on site and also the level of asset utilisation across the fleet.

The JobWatch app has brought drivers closer together with the back-office team so that they can collaborate together in real time. For example if there's a problem with accessing a customer's property or in the unlikely event of a product fault, the driver can take photos and instantly liaise with customer service to resolve and ensure a positive customer outcome."

Making life easier for drivers

According to Logistics Director Neil Birch, the technology is there to support the team to get more out of each day.

"We have a fantastic team of drivers - their role is far more than just moving products from A to B. We recruit people who have the potential to be true brand ambassadors for Silentnight, building up a strong rapport and relationship with our customers.

That's why we're committed to giving our drivers the very best and latest technology - so they are fully supported and empowered to deliver a fantastic experience for our customers. Happy, engaged and supported drivers are the ones who are going to care about the customer. The fact that our drivers love using the JobWatch app is absolutely key.



you'll love JobWatch & your customers will LOVE you

JobWatch

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4 EXTRA
JOBS
per driver
per week



15 %
LESS ADMIN
per mobile
worker
per month



10 %
MPG
IMPROVEMENT



10 HOURS
LESS
TRAVEL TIME
per mobile
worker
per month



50 %
REDUCTION IN
FAILED JOBS
per mobile
worker
per month



INSTANT INVOICING
BOOSTING CASHFLOW



GENERATING
MORE
BUSINESS

