

The Value of Wireless Communications



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“Digital media and enhanced voice solutions improve your customer's overall experience and increase their satisfaction by providing them with real-time access to information such as schedule times, delays and updates.”

The wireless products available today can be extremely helpful for trucking companies, cab companies, fleets and any other company with a number of vehicles out doing company business.

I am paraphrasing Rogers in terms of their wireless solutions but with a few what they say applies for the most part to Telus and Bell Mobility. Let's see what they say about some of the different applications for wireless devices.

Fleet tracking solutions include GPS location tracking, fuel and mileage monitoring, remote maintenance checks, theft recovery applications and telemetric-based engine controls. They enable wireless monitoring and management of a fleet of vehicles for optimum performance at a fraction of the cost of satellite solutions.

A wireless dispatch process shortens lead times by turning paper or voice-based dispatches into text-based dispatches. The results are better and more accurate communication and enhanced service levels.

A wireless credit and debit card payment system instantly improves your cash flow and protects you against bad debt. Plus this secure payment option improves customer satisfaction by offering your customers convenient payment methods. There's no happier customer than the one who has a choice of payment options.

Wireless order automation provides countless application options to shorten your sales cycle and speed up your order taking processes from the field including real-time order placement, inventory checks, work order distribution, quotations and invoicing. Your company doesn't have to wait until the end of the day for your fleet drivers to bring in their orders.

Ensuring the security of passengers, employees and assets is a critical focus for transportation companies. In the case of a security breach, officials need to be able to identify the problem, assess the severity and quickly respond in order to diffuse or contain the impact.

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The benefits of wireless technology for fleet management include increased fuel efficiency by monitoring vehicle performance and optimizing routes with automated route scheduling.

Leveraging of GSM/GPRS/EDGE/HSDPA technology instead of satellite coverage can decrease the costs associated with your fleet management solutions. Protection of vehicles from theft or misuse by wirelessly monitoring vehicles and transmitting location, route and stats to headquarters can be an invaluable tool.

There's more. Adding additional loads to your drivers' routes significantly impacts revenues. Plus your company can receive payments instantly for goods delivered or services rendered. The reduction of order processing times empowers sales reps to complete more calls in one day through wireless order placement. A happy and motivated sales force is a powerful asset for any company.

Are your drivers taking too many driver breaks and unplanned stops? Delayed deliveries can result in the loss of an entire account. Wireless technology can eliminate task duplication and reduce errors by increasing the accuracy of information provided by dispatchers and sales personnel

The companies that enable faster decision making and collaboration by leveraging critical fleet data to deliver superior customer

service through wireless solutions will be the long-term winners.

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