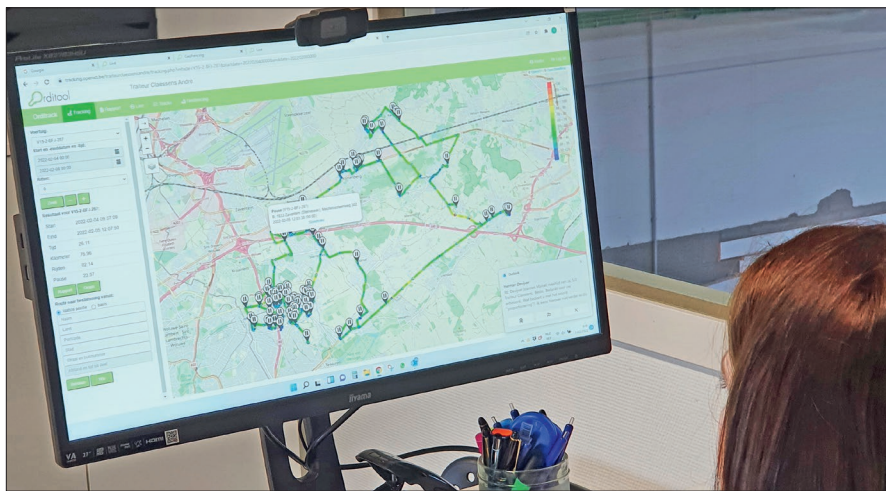


Caterer tastes the added value of tailored tracking thanks to Orditool

Traiteur Claessens André uses Orditrack from OpenICT. Real-time tracking of its drivers and better insight into performance let the caterer optimise its rounds and its customer experience.



Traiteur Claessens André from Zaventem delivers more than 1,000 meals a day to public institutions, schools and seniors at home, between Brussels, Leuven and Mechelen. Where many caterers stop at the front door, their drivers go further: on request they switch on the oven or put the meals in the fridge.

With fifteen vehicles on the road and many stops along the way, keeping an overview was not easy. “We had an off-the-shelf tracking tool from an international player. It offered only a few useful functions and was slow and complex”, says manager André Claessens.

Insights for optimisation

OpenICT from Kampenhout, specialised in technical fleet management, worked out a tailored solution. “We integrate the data from the planning tool of Claessens into the Orditrack interface, part of our Orditool solution”, says manager Wim Peeters. “Dispatching now sees the planned route on the map for every vehicle. It can follow the vehicle in real time and, when a customer calls, locate the delivery and say when the driver will arrive.”

Orditrack also gives detailed insight into speeds, fuel use and round times, down to the state of



the vehicle battery. “That lets us look further than tracking alone”, adds André Claessens. “Besides following up performance, we now have the insights to optimise our rounds and communicate more transparently with our customers.”

Automatic registration

The drivers at Claessens now also carry a Bluetooth tracker. This key fob identifies and registers them automatically when they step into a vehicle, which makes badging superfluous – very interesting for transport companies that also want to monitor vans without a tachograph.

“At OpenICT you are not sitting at the table with a salesperson but with a technician who turns your needs into a practical solution. That makes a world of difference. They are approachable, they listen, and they want to lift your business to a higher level”, concludes André Claessens.

MORE INFORMATION?

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