



Carmic Green



BENEFITS:

The solution enables rapid company growth coupled with greater customer service

Eliminates the need for phone calls

Staff now have instant, real-time access to the status of each passenger interaction

Problems can be managed proactively, before they arise

Pick-ups and drop-offs are notified instantly via 'sign-on-screen' technology

Removes the need for costly, error-prone paper-based systems



Case Study

The Company

Carmic Green is the most ecologically sound private car service in the UK. Uniquely, Carmic offsets more than twice the carbon emissions its operations generate.

By using Toyota Prius cars, and participating in an offset scheme to supply low-energy light bulbs to Asian villages, Carmic has raised the bar for all those competitors that promise merely to neutralise their environmental impact. Based at the Business Design Centre in Islington, the company has been making waves since its private-hire operations began in summer 2007.

With the founder's origins in TV and media, Carmic is favored by media stars and its passengers have included; Lisa Rogers, Daniella Lloyd, Vic Reeves and talent from the Nickleodeon Kids Choice Awards.

THE BACKGROUND

Carmic Green is a young company with a growing volume of business. To grow even faster they needed the technology that would enable them to manage their business operations, rather than employ an army of staff. The company was generating large Chauffeur contracts and there was a clear need for a system to be able to handle this.

The challenge was compounded as the company that was initially selected to manage the operations simply couldn't address their needs. It was then that DA Systems was recommended to Carmic as a leading UK provider of transport software solutions.

THE SOLUTION

Carmic chose DA Systems' sophisticated ACI (Advanced Courier Interface) to help

them manage and schedule its vehicle operations. Carmic also use DA Systems' NX Transport and NX Fleet Tracking solutions that deliver instant communications and location information between the office and its drivers' PDAs. ACI's Web Booking system is used to enable customers to book their own jobs directly with Carmic, from the Internet. These systems enable Carmic to efficiently run its operations, provide excellent customer service and being electronic, remove the need for paper - adding to Carmic's green credentials.

ACI is a powerful, real-time scheduling and fleet management tool that allows Carmic's controllers to schedule, track, log and report on all passenger movement activities. ACI also offers mapping and routing, despatch and control functionality, combined with comprehensive reporting and management information analysis.

Used with ACI, NX Transport is a highly advanced real-time 'sign-on-screen' solution



Customer Quote:

“Being an eco-friendly company, another benefit of DA Systems was the ‘Green effect’ of the technology, such as removing the need for paper by e-mailing confirmations, invoices, reporting and statistics and providing reports to show total emissions per journey. Without DA Systems’ applications we would not be able to run our business and can now grow rapidly and handle more customer volume and still deliver class-leading customer service.”

Mal Wharton, managing director of Carmic Green



giving Carmic's drivers everything they need to confirm passenger pick-ups and drop-offs at the click of a button. The system links drivers electronically to the controllers at Carmic's offices eliminating the need for telephone calls. Each driver in the car fleet carries a PDA running NX Transport, and working with the extensive mapping of NX Fleet Tracking, enables the controllers to have real-time GPS visibility of all vehicles.

About DA Systems

Formed in 1999, DA Systems is a leading UK provider of software solutions that enable end-to end management of the movement of goods and people across the transportation, logistics and service delivery sectors. Through Advanced Courier Interface, DA Systems provides real-time management and scheduling for distribution, fleet and field-based staff operations. DA Systems' highly advanced NX Transport and NX Fleet Tracking solutions deliver instant, seamless communications between office and field-based staff. Whilst NX Framework is a real-time, managed, mobile data solution which enables the secure, efficient transfer of any type and quantity of data, between any type of back office system and mobile device – within any industry sector.

By using these powerful systems, organisations can control and manage their operations, significantly reducing operating costs, increasing business efficiency and maximising service quality.

