



Case Study

BENEFITS:

The solution enables greater customer service & instant status updates

Automates processes & reduces administrative time - eliminating errors

Provides a flexible, scalable solution

Allows accurate, real-time proof of delivery information

Improves productivity through pre-loaded routes and delivery information

Increases controller efficiency by up to 30%

Unlocks the potential to win tenders & new business



The Company

Goldstar Heathrow is one of the leading road transport companies operating within Heathrow Airport. Its client list includes a number of the world's top ten freight forwarders, and the company uses a fleet of over 30 vehicles.

The company uses its fleet of over 30 vehicles to transport goods for some of the UK's largest retailers, including Gap and E-Buyer. The Goldstar group offers a complete freight handling solution to its customers, including collection, pallet build-and-breakdown, stock management and distribution. Operating 24/7, Goldstar Heathrow delivers what it believes to be the most flexible transport service at Heathrow; notably, offering a same day delivery cut-off time of 3am in an industry where the standard service booking cut off is fixed at 6pm for a next day service.

THE BACKGROUND

Until 2003, Goldstar Heathrow operated DOS based control room software, which was inflexible and restricted the company's ability to develop valuable new electronic services for its customers. A paper-based POD system was also draining resources and unnecessarily extending the time to invoice completed jobs.

THE SOLUTION

ACI (Advanced Courier Interface), DA Systems' powerful real-time scheduling and fleet management tool, was deployed across the entire business, including both the pre-booked contracts and Sameday activities. It is also used to manage pricing and invoicing. Importantly, ACI enabled the company to provide its customers with electronic PODs, which the company now routinely emails to its

entire customer base, thereby reducing administrative time and effort for both the company and its customers; crucially, speeding up the time to revenue and improving cash flow.

In addition to ACI, Goldstar Heathrow has extended its IT reach into the field, deploying the NX Transport mobile data solution on some of its most important freight forwarding contracts. Running on PDA devices, which are pre-loaded with routes and delivery information, NX Transport keeps drivers in constant contact with Goldstar Heathrow's controllers. By capturing signatures on screen for proof of delivery and electronically recording job status in real-time, levels of customer service are at their highest ever, and optimisation of the fleet has improved, particularly by pre-programming route information into the in-built navigation program, and improving communication between drivers and controllers.



Customer Quote:

“Both ACI and NX Transport have contributed to the long term success of our business, enabling us to deliver extremely high levels of customer service and offer valuable services, such as instant status updates and electronic PODs to our customers. We were looking for a flexible, scalable solution and a reliable partner. Over the years, DA Systems and the software it develops has proved to be exactly that.”

Charlie Fulk, managing director of Goldstar Heathrow



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.

