



CASE STUDY

LOCAL ROADWAYS

How WHG has helped
Local Roadways increase
fleet productivity by 20%

WHG.

The Story of Local Roadways.

Local Roadways started out in 2003 with the owner Mark O’Keefe and 1 truck. Since then, the business has grown to 48 vehicles and established itself as a transport specialist, moving palletized freight across Victoria. All their trucks are 4 - 6 tonne and above.

Increasing Driver Efficiency

Local Roadways approached WHG and implemented our tracking solutions for the first time in 2020.

“Most of our trucks are owner-drivers,” Mark explained.

“We own the trailers, like the semi-trailers, but not the primary movers. What was important to us was having tracking on the trailers.”

“For us, it’s not so much about looking at the live tracking constantly, although we do have it up in the office.

It’s more that the drivers know that it’s there. That changes their whole mindset, both in terms of them doing the right thing and how quick they are.

They can’t sit there anymore and say, ‘Yeah, sorry mate, I got held up for 2 hours.’ Now it’s tracked. It’s more that it’s in their head that they know, that we know, where they are.” Mark says.

“Drivers now seem to be more productive. We’ve noticed close to a 20% increase in their productivity.”

The Drivers Benefit Too

Drivers are usually paid per hour in this industry and, as human nature goes, they’ll look for ways to stretch out those hours. But Mark has seen an interesting response from the drivers since the tracking units were installed, that’s benefiting their pocket too.

“What the drivers have learnt is that if they’re more efficient, then they can actually work more and earn more. We do a lot of short jobs that might only be 2 hours. Where before some of them would try to hang out till 3 - 4 o’clock, now they can fit another job in and earn more.”

And So Do Their Clients

Deliveries to big companies like Supermarket Groups are all time slotted. You have to be there between a certain window, say 7h00 and 7h30, and if you miss it they don’t care - you have to rebook it. Having a tracking system gives Mark’s customers valuable data.

“Our customers now have proof that the delivery was there if the distribution centre rejects it, which does happen.”

“We’ve noticed close to a 20% increase in driver productivity.”
- Mark O’Keefe, Local Roadways

When A Subcontractor / Owner-Drivers Ditches Your Trailer...

While Local Roadways owns all the trailers, they hire a lot of owner-drivers or subcontractors to move those trailers around. “The basic fact is that I own the trailers,” Mark explains. “They’re mine and I want to secure them in case an owner-driver ever cracks and says, ‘You know what, I’m just dropping your trailer and leaving it.’”

“It has never happened to me but I know a lot of guys where a sub-contractor has just cracked it with them and just dropped their trailer somewhere and they’ve spent days and weeks looking for it. We don’t have that problem. We know where ours are.”

The Solution

Local Roadways implemented the WHG CATM1 solar tracking solution built on Track & Monitor by Telstra providing visibility with up to one track per minute when moving and one track per four hours when stationary.

Ideal for trailer applications where GPS position, real-time odometer and mileage monitoring with service reminders is required. It operates as an independent device that does not rely on the prime mover or any type of hard-wired installation. Ideal for sub-contractor and large fleet trailer applications.

The WHG Experience.

At WHG, we pride ourselves on the value and quality of our product and the service care you receive and we’re particularly proud to hear customers like Mark talk about it so positively.

“WHG is one of the best companies I’ve actually dealt with. They’ve been really, really good. They follow up, they check things out, any training, anything you need - you can call them. They’re really on the ball which I appreciate.

Their backup service is brilliant. It’s not like they set and forget. They’re actually very proactive at making sure or seeing what else they can do.”

“The monthly costs are not an expensive cost to add into your business to track your vehicles. The units are solar powered and the life span is up to 5 years. It’s a very affordable and effective way of knowing where your vehicles are.”

Speak to our team about the challenges you’re facing in your business. We’ll find a solution that’s right for you.

Call 1800 474 387 or email sales@whgsolutions.team

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