



Sure Track Courier monitors its trucks and maximizes efficiencies with fleet tracking and order dispatch solutions from Bell.

Serving Southern Ontario since 1979, Sure Track Courier is an all in one logistics company that offers courier, trucking, freight and warehousing services. They employ over 200 drivers that deliver packages across Canada as well as to the U.S.

The need.

Sure Track Courier did not have the resources to monitor their drivers effectively. They were unable to track engine idling, vehicle location and driver speed, which resulted in high fuel costs and driver safety concerns. Drivers had to carry both pagers and mobile phones to receive delivery updates - this was expensive and inefficient.

The company needed to streamline their vehicle tracking and dispatching with a more cost-effective solution.

The solution.

Sure Track Courier switched to Bell for an integrated solution that enables real-time vehicle and trailer tracking as well as mobile order dispatching.

As an example, dispatchers use the Fleet Freedom application to send orders to their drivers. The drivers then view the order information on their Samsung Galaxy Note II™ devices, and click to accept. The dispatcher is then notified that the order is in the process of being completed. Upon delivery, drivers capture recipients' signatures digitally on their devices, providing clients with real-time confirmation that the deliveries are completed. With delivery confirmed, the company is able to invoice customers right away, instead of waiting for drivers to return to head office to submit waybills - a process which often takes many days.

With access to the exact coordinates of each driver, dispatchers are able to send new delivery requests to drivers that are closest to the pick-up location, without needing to reach out to the drivers to ask them where they are.

"Our dispatcher and drivers are more coordinated, making our processes more efficient," said Victor Pereira, Sales & Operations Manager at Sure Track Courier.

Why choose M2M solutions from Bell?

End-to-end expertise.

Bell provides a team of certified professionals and solution experts that are focused on providing tailor-made M2M solutions for your business.

Canada's largest 4G network.¹

With a network that reaches over 98% of the population, Bell has your business covered.

Strong relationships with leading edge M2M solution partners.

Bell works closely with a diverse network of M2M partners to meet your business needs.

The result.

A more efficient vehicle tracking and dispatch solution translates into cost savings for the courier company. With their new modems and software, management is able to monitor its trucks and drivers more closely.

“Drivers often wasted fuel, idling for hours. We asked them to shut off their engines when not driving, but we were unable to monitor whether or not they complied. Now we can see on our screen when drivers are idling,” said Pereira. “We’ve saved 6-10% per month on fuel savings alone.” By reducing engine idling, there is less wear and tear on their trucks, allowing them to stay on the roads longer.

With the Bell vehicle tracking solution, the company is able to pinpoint the location of their vehicles. “If a driver is lost, we can locate him instantly and guide him to his destination. Bell’s extensive network coverage keeps us in touch with our drivers wherever they go,” said Pereira. They are also able to monitor when their drivers use toll roads and are able to reroute them to drive down costs. “We were able to significantly reduce toll charges by about \$2,000 to \$3,000 per month.”

Their new fleet tracking and dispatch interface also alerts management when drivers are speeding beyond posted speed limits. “Now we know when our drivers are speeding and can ask them to slow down. We’ve reduced speeding fines and improved safety on the road,” said Pereira.

The complete vehicle tracking and dispatch solution has allowed Sure Track Courier to streamline its processes. “We are getting more efficiency out of the drivers. We know exactly where they are and can maximize our workforce,” said Pereira.

“I am extremely happy with the Bell team. A lot of our decisions were based on their recommendations. We appreciate their hard work,” added Pereira.

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Victor Pereira, Sales & Operations Manager at Sure Track Courier

Does your business encounter similar challenges? For more information about fleet tracking and dispatch solutions from Bell, call 1 855 272-0776.

Why choose modems from Bell?

Speed and flexibility.

Locate, monitor or control remote equipment on Bell’s 4G network.

Built tough for real-world conditions.

Designed to military-grade specifications, modems from Bell are as rugged as they are functional.

