



## Optimatics - Smarter Mobile Workforce Management

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## Wells & Young's Deploys Aeromark Solution to Boost Customer Service

Wells & Young's, the UK's largest independent brewery, is rolling out Aeromark's next level of telematics solution, Optimatics™, to its mobile cellar service engineers. Optimatics will enable Wells & Young's to improve customer service, increase business efficiencies and operate in line with its environmental policy.



### Industry Sector

UK Drinks

### Key Drivers

The need to provide customers with real-time information regarding service levels

### Summary of Benefits

- Complete visibility of resources and business activities
- Increased business efficiency as a result of more efficient job management
- Reduced carbon footprint
- Reduced fuel consumption
- Improved communication between field based and office based staff
- Reduced manual data entry

### Challenges

*"It is becoming increasingly important that we are able to provide our customers with accurate information around the achievement of our contracted service level agreements (SLAs). By providing us with increased visibility of our field cellar service engineers, Optimatics will help us to improve how we manage our mobile workers and to more effectively monitor our key performance indicators. This increased visibility will help us to deliver accurate reporting information to our customers, at the same time as allowing us to continually improve the service we offer to them,"* stated Guy Shreeves, director, customer service and quality at Wells & Young's.

### Solution & Benefits

Aeromark's Optimatics, with its fully integrated workforce scheduling and vehicle tracking application combined with Aeromark's workflow technology, has provided Wells & Young's with a mobile workforce management solution that meets its individual requirements.

*"The brewing industry is very traditional and it has been exciting to work closely with Wells & Young's as it recognised that a proactive approach to the deployment of leading edge technology would deliver significant business benefits,"* said Roger Marks, managing director of Aeromark.

*"We carried out research into potential solution providers and chose Aeromark once we realised that Optimatics would provide a management tool which would help to increase business efficiencies across the organisation. Crucially it will also help us to reduce our carbon footprint,"* continued Shreeves.

Optimatics will allow Wells & Young's to plan its service cellar engineers' daily jobs more effectively in order to maximise their productivity. Importantly, the company will be able to reduce fuel usage and resulting CO<sub>2</sub> emissions through more efficient planning. Optimatics will also help to raise the level of communication between the cellar engineers working in the field and the Wells & Young's back office admin team.

Optimatics will replace Wells & Young's paper based managed system, again helping the company to operate in line with its environmental policy, with full electronic job despatch and job status update functionality. The ability to capture this data in the field and its automatic transfer from the engineer via a handheld mobile computer to the back office will cut the administration time associated with manual data input. This also reduces the need for Wells & Young's engineers to return to base to collect and deliver job information, once more reducing fuel consumption.

*"The data captured by Optimatics is quickly and easily viewed through Smartdash, Aeromark's graphical user interface reporting tool,"* concluded Shreeves. *"By providing visibility of our engineers we will be able to identify where operational costs can be cut, productivity can be optimised and customer service levels raised. The flexibility of Optimatics will allow us to configure reports that exactly match our business' specific KPIs and will deliver evidence of just how effective Wells & Young's is at meeting its SLAs."*